THE VERDICT OF THE BOX-OFFICE

A Continuing Analysis

October, 1941

AUDIENCE RESEARCH INSTITUTE
PRINCETON

Why do life insurance companies give a thorough medical examination to each applicant for a policy?

Because, obviously, the medical examination helps these companies to sort out the good risks from the bad ones. It gives them the chance to take advantage of the laws of probability—laws which are confirmed every year in the mortality tables.

What sort of questions are asked in these examinations?

Every question is based upon an actuarial analysis of the experience of life insurance companies. For example, it has been found by studying the records that applicants whose parents lived to an age of over 70 are better risks than those whose parents lived to an age of less than 60.

So questions about their ancestry are asked of every applicant.

Does this mean that every applicant whose parents didn't live to be 70 years of age must be rejected?

No. But the fact that they did not live to be 70 is one which must be included on the *minus* side of the ledger—and must be balanced by one or more *plus* factors. The applicant is accepted only if the total *plus* factors outweigh the total *minus* factors.

Can the same actuarial approach, the same analysis of experience be made in the case of the motion picture industry?

Can the box-office figures on all the "A" pictures of the last few years be analyzed in such a way as to discover the *plus* and *minus* factors to be applied to new stories under consideration?

Yes, and Audience Research Institute has just done it.

The principal reason why such an analysis could never be undertaken before was that the factor of *cast* was so strong that it always made nonsense of any attempt to evaluate the other factors. Until Audience Research Institute started the Continuing Audit, nobody ever knew enough about marquee values to be able to discount them with any degree of accuracy.

In July 1941 the Institute embarked upon an analysis of the box-office results of the pictures which have been shown in RKO theaters during the last three years. This analysis has been conducted under the supervision of Emery H. Ruby, former Director of Reader Research for TIME Magazine, and Dr. Albert D. Annis, chief statistician to the Institute. It has occupied four members of our statistical staff for the past five months and has been successful in isolating and evaluating scores of story elements and other factors which influence box-office performance.

This analysis is now being organized on a continuing basis. It provides a scale of values which will be of incalculable assistance, during the years to come, to the Institute and to those receiving its service.

Some of the results of this study came to us as a surprise, but in most cases the verdict of the box-office, when analyzed, confirms the tentative conclusions at which we had already arrived in the course of our other investigations. WAR as a story element, for example, emerges 7.9 per cent *above* average. MARITAL DIFFICULTIES rate 9.1 per cent *below*.

Consider, as another example, stories whose background is the oil industry. Last year there were two pictures with this background—FLOWING GOLD with O'Brien and Garfield, and BOOM TOWN with Tracy, Gable, Lamarr and Colbert. Before you can use the box-office results of these two pictures to arrive at any estimate of the oil business as a box-office factor, you have to discount their box-office results by the net marquee value of the stars appearing in them. Now that the Audit is available we are in a position to do just that. Only when these allowances for marquee value are completed is it possible to proceed with an analysis of the other factors involved.

The Verdict Of The Box-Office, organized on a continuing basis and kept constantly up-to-date, will reveal the latest *trends* in the popularity of various general types of pictures—biography, family, crime, sophisticated comedy, slapstick, musicals, romance, super-westerns, whodunits, and so on.

By charting the net box-office ratings of each type year by year we shall be able to predict the waxing and waning of cycles in popular demand.

Our comprehensive study and analysis has already shed light on such controversies as the present *versus* the past, the 19th Century *versus* the 18th Century, costume *versus* non-costume, the United States *versus* foreign countries, love interest *versus* no love interest, happy ending *versus* sad ending.

It also evaluates such story elements as show business, Hollywood, school, college, jungle, newspaper, politics, the tropics, prison, aviation, the sea, the circus, slums, spies, the Old South, the U. S. Army and Navy, the Civil War, race-track, gangs and bandits, doctors, science, court trial, social problems and scores of other factors.

By the time this mammoth study is completed, we shall have figures on more than two hundred box-office factors.

This is neither the time nor the place to reveal the detailed results of this analysis, but the following samples will give the reader an indication of the great iceberg* of fact which now lies concealed below the surface of our reports.

WHAT THE FIGURES MEAN

The plus or minus figures show the relationship of pictures containing each factor to the average for all pictures. For example, the factor "technicolor" emerges as +13.6 per cent. This means that, after discounting star values, the average box-office performance of pictures in technicolor is 13.6 per cent higher than the average.

BEST-SELLERS vs. PLAYS

The verdict of the box-office is that best-sellers rate much higher than stage-plays as a box-office factor.

"Classics" (Jane Austen, Charlotte Bronte, Mark Twain, etc.) rate almost as high as best-sellers.

Best-sellers	+16.9
Classics	+13.6
Plays	+1.7

***Only one-ninth of the total volume of an iceberg is visible above the sea.**

We have found that the average novel is read by seven times as many persons as buy it. Thus, if a novel sells 200,000 copies you may reasonably expect to find that 1,400,000 persons will read it (through libraries and private lending). But a play has no such secondary circulation. The number who see it represents its maximum circulation. For example, we found that JOHNNY BELINDA was seen by fewer than 250,000 persons during its run on Broadway. MARGIN FOR ERROR was probably seen by fewer than 100,000—equivalent to a novel which sold only 14,000 copies. Novels have the added advantage over plays that their circulation is more widely distributed throughout the country.

We have also found that the special appeal of a best-seller is not confined to those who have read the book, but extends also to those who think they *ought* to read it.

APPEAL FOR MEN, WOMEN AND KIDS

Producers have always argued about the importance of giving pictures appeal for *women.* The verdict of the box-office is that it is more important to give pictures appeal for *children* and appeal for *men.*

Pictures which possess strong appeal for kids	+6.9
Pictures which possess strong appeal for men	+4.8
Pictures which possess strong appeal for women	Average

IMPROPRIETY

Do *risque* dialogue and situations help or hurt a picture? Whatever policy may be dictated by long-range wisdom, the verdict of the box-office —with which we are here concerned—is that *risque* dialogue and situations definitely help.

Not *risque* at all	−2.1
A little *risque*	+1.5
Very *risque*	+5.1

HOW TO USE THIS INFORMATION

Obviously, facts of the kind revealed by this study must be used with a certain amount of discretion. They must be looked upon as a guide in making decisions about stories and not as a rule of thumb procedure.

There will, for instance, be many box-office successes which contain no *risque* matter whatsoever. There will be many pictures which make little or no appeal to youngsters but which will nevertheless be box-office hits.

There will be many pictures which are made from best-sellers but which will be failures. In short, no one factor in any single instance will account for the success or failure of a picture at the box-office.

But the pictures which have the greatest number of plus factors and the fewest minus factors will always stand the best chance of being successful at the box-office.

Thus, used with judgment and not as an arbitrary standard to be followed under all circumstances, the Continuing Analysis of favorable and unfavorable factors affecting the verdict of the box-office should be of inestimable value.

For, when all is said, this Analysis represents the scientific evaluation of the entire box-office experience of the motion picture industry on all A pictures during the last three years. It represents a scientific analysis of $175,000,000 worth of getting people into theaters.

Princeton, November 19, 1941

Early ARI Poll Results

Form 1 Entertainment Research 12/9/'38

47 Interviews in Princeton

Question 1. "What is your favorite way of spending an evening?" (47 cases)

Movies	11
Reading	8
Radio	5
Dancing	4
Just a date	4
Drinking	4
Legitimate stage play	2
Sewing	1
"Go out somewhere"	1
Painting & drawing	1
Attending art school	1
Playing cards	1
Attending athletic contests	1
Don't know	3
	47

Question 2. "About how many times during a month do you usually go to the movies?"

Mean attendance: 13.9 times per hundred days

Question 3. "When was the last time you went to the movies?"

Mdn.: once every15.8 days, or 6.3 times per hundred days
Mean: once every19.0 days, or 5.3 times per hundred days

Question 4. (IF MORE THAN A MONTH) "How is it that you don't go oftener?"

(Only one person interviewed who hadn't gone during last month)

Question 5. (IF MORE THAN A MONTH) "Are there any particular evenings during most weeks when you have reasons for staying home?" [illegible]

(S ee previous question and result)

Question 6a. "Have you heard of the National Movie Quiz Contest?" 37 Yes 10 No
6b. (IF YES)"Do you plan to submit an entry?" 3 Yes 34 No
6c. (IF YES TO 6b) Have you gone to any movies during the last month that you might not have attended if they weren't Movie Quiz pictures?"
1 Yes 2 No

Question 7a. "What was the last movie you saw?"

Marie Antoinette	7
The Cowboy & The Lady	5
Barn Dance (Gene Autry)	3
The Great Waltz	2
Angels With Dirty Faces	2
Suez	2
(A comedy)	2
(A western)	2
Just Around the Corner	2
Frankenstein	1
Room Service	1
(A "love" picture)	1
Say It In French	1
Submarine Patrol	1
Boys' Town	1
Affairs of Annabel	1
Little Tough Guys in Soc.	1
Dramatic School	1
Brother Rat	1
Sixty Glorious Years	1
Out West With The Hardys	1
Flirting With Fate	1
The Shining Hour	1
Arrest Bulldog Drummond	1
Men With Wings	1
The Citadel	1
All's Quiet on Western Front	1
The Crowd Roars	1
Don't recall title	1
	47

Question 7b. "Was it on a Saturday Or Sunday Or Weekday?"

Saturday	Sunday	Weekday
11	4	32

7c. "Was it in the Evening or Afternoon or Morning?"

Evening	Afternoon	Morning
34	13	0

7d. "At what theater did you see it?"
(Not tabbed; preliminary to 7e)

7e. "What was the price of admission?"
(A checkup revealed that all answered correctly)

~~Question 8. "Do you remember why you chose that particular show?"~~

Question 8. "Do you remember why you chose that particular show?"

17+18

Liking for particular actor or actors	9
Just wanted to go to a movie	8
Story	6
Choice of companion	5
Hearsay (word-of-mouth)	4
Critic's reviews	2
Preference for particular theatre	2
Wanted to see movie again	2
Had seen all the others	1
Movie in color	1
Mistook it for another film	1
Didn't like the others in town	1
The music	1
Everybody else was going	1
Only one on in town	1
Double feature	1
Like particular series	1
	47

Question 9. "Did you go alone or with someone?" (RELATIONSHIP) ________________

Alone	12
With 1 or more of same sex	10
With date	9
With wife	4
With mother	3
With a child or children	3
Husband	3
Brother (in case of girl)	2
Sister (in case of boy)	1
	47

Question 10. Had any of your friends or relatives seen it before you did?"
16 Yes 28 No 3 Don't know
(IF YES, WHAT RELATIVE OR HOW MANY FRIENDS) (not tabbed; pointless)

Question 11a. "Had anyone suggested that you see it?"
(IF YES, WHAT RELATIVE OR HOW MANY FRIENDS) (not tabbed)
26 Yes 21 No - Don't know

11b. (IF YES) Would you have gone to it anyway if no one had talked about it?
10 Yes 3 Probably 2 Can't say 2 Probably not 9 No

F 4 1

Question 12. "Had you seen it among 'Previews of coming attractions'?"
12 Yes 34 No 1 Don't know

Question 13. "Had you seen a review of it in a newspaper or magazine beforehand?"
7 Yes 38 No 2 Don't know

Question 14. "Had you seen any advertisement or announcement about it in a newspaper or magazine beforehand?"
22 Yes 24 No 1 Don't know

Question 15. "Had you seen any handbills advertising it?"
8 Yes 37 No 2 Don't know

Question 16. "Was there anything you particularly liked about the moviex?

Actor(s)	9
Happy or moral ending	5
Type of picture	6
Comedy	4
Acting	4
Music	3
Special incident or scene	3
Special information (on unknown places or things	2
(General approval)	2
Costumes	1
Plot	1
Love scenes	1
Nothing especially liked	6
	47

Question 17. "Was there anyting you particularly didn't like about it?"

Immoral in whole or part	3
Dislike certain actor	3
Dull	2
Departure from reality; improbability -----	3
Overdone dialogue, action	3
Too long	2
Too short	1
Very bad altogether	1
Poor plot	1
Nothing especially disliked	28
	47

18. "Would you recommend to your friends that they see it?"
36 Yes 8 No 3 Don't know

19a. "What was the second feature?"

8 Second feature 39 No second feature

19b. "Did it have anything to do with your going to that show?
- Yes 8 No - Don't know

20. "Who is your favorite movie star?"

Norma Shearer	4
Gary Cooper	3
Tyrone Power	3
Sonja Henie	3
Bing Crosby	2
Errol Flynn	2
William Powell	2
Wallace Beery	2
Luise Rainer	1
Richard Greene	1
Charles Laughton	1
Clark Gable	1
Mischa Auer	1
Franchot Tone	1
Astaire & Rogers	1
Barbara Stanwyck	1
Frederic March	1
Carole Lombard	1
Shirley Temple	1
Leslie Howard	1
Tim McCoy	1
Greta Garbo	1
Ronald Colman	1
Gene Autry	1
Bob Steele	1
None	6
Not asked	3
	47

Question 21a. "Have you read 'Gone With The Wind'?"
12 Yes 35 No

21b. (If NO)"Do you know something about the story?"
30 Yes 5 No

21c. "Do you think you will go to the movie when it comes to your local theatre?"

Readers:	10 Yes	-Probably	-Can't say	1 Probably not	1 No	
Non- " :	18 Yes	12Probably	3Can't say	- Probably not	-No	2 Not asked
Total :	28	12	3	1	1	2

WHY? (Not tabbed)

21d. "Who would you prefer to play the part of Scarlett O'Hara, the leading lady --Miriam Hopkins, Bette Davis, Paulette Goddard, Tallulah Bankhead, or Katherine Hepburn?"
--- 6 Hopkins, 18 Davis, 3 Goddard, - Bankhead, 9 Hepburn, 1 Norma Shearer, 1 Luise Rainer, 1 Undecided, 6 No pref., 2 Not asked.

21e. IF "PROBABLY" OR "YES" ON QUESTION 21c) "Do you think you would go to the movie if it were given in two parts, the second part coming a week after the first part?"

Readers:	5 Yes	2-Probably	2 Can't say	-Probably not	1 No
Non- " :	10	9	1	3	7
Total :	15	11	3	3	8

WHY? (not tabbed)

7

Form 2 Entertainment Research 12/13/'38
8 in Hopewell, 6 in Princeton, 39 in Trenton

Question 1. "About how many times a month have you been going to the movies?"
Mean attendance: 17.4 times per hundred days

Question 2. "When was~~x~~ the last time you went?" ________ days
Mdn.: once every 12.0 days, or 8.3 every hundred days
Mean: once every 14.8 days, or 6.8 every hundred days

Question 3. (IF MORE THAN A MONTH) "How is it that you don't go oftener?"
(No persons interviewed who hadn't gone during last month)

Question 4a. "What was the last movie you saw?" ________ WITH ________________
(GET TITLE AND IDENTIFYING DATA, AND ALL PLAYERS RECALLED)

Title	# Seeing	Knew 2 or more stars	Knew 1 star	Knew None
The Great Waltz	9	5	4	-
Tough Guys in Society	5	1	1	3
Brother Rat	5	3	2	-
Spring Madness	3	3	-	-
Marie Antoinette	3	2	1	-
Four Daughters	2	-	-	2
King of Alcatraz	2	-	-	2
(Cowboy picture)	2	-	-	2
The Cowboy & The Lady	2	1	1	-
(Comic picture)	2	-	-	2
Boys' Town	1	-	1	-
Too Hot to Handle	1	1	-	-
Marijuana (dope picture)	1	-	-	1
The Citadel	1	1	-	-
(Shirley Temple picture)	1	-	1	-
I Am The Law	1	-	1	-
Arkansas Traveler	1	-	1	-
Breaking the Ice	1	-	1	-
Reformatory	1	-	-	1
Submarine Patrol	1	1	-	-
If I Were King	1	1	-	-
Say it in French	1	-	-	1
Stablemates	1	1	-	-
Goldwyn Follies	1	-	1	-
Out West With the Hardys	1	1	-	-
Hold that Coed	1	-	1	-
(detective picture)	1	-	-	1
The Sisters	1	1	-	-
	53	22	16	15

Question 4b. "Was it on a Saturday or Sunday or weekday?"

Saturday	Sunday	weekday
16	10	27

4c. "Was it in the evening or afternoon or morning?"

evening	afternoon	morning
37	16	-

4d. "At which theatre did you see it?"
(Not tabbed; used as preliminary to 4e)

4e. "What was the price of admission?"
(Checkup revealed that all were within 5¢ of right price)

Question 5. "Why did you choose that particular show?"

See 1, 17 & 18

Actor or actors	11
Hearsay (word-of-mouth)	11
Type of movie	5
Just wanted to go to a movie	5
Story	3
Companion's choice	2
Prefer particular theatre	2
Music	2
Critic's review	1
Had seen all the others	1
Wanted to see it again	1
Everybody else was going	1
Preference for series (Hardy)	1
Vaudeville in connection	1
Serial in connection	1
Other feature	1
Only one on in town	1
Don't know	3
	53

Question 6. "Did you go alone or with someone?"

Alone	17
One or more same sex	12
Date	10
Husband	5
Wife	3
Child or children	3
Mother	2
Brother (in case of girl)	1
	53

Question 7a. "Had any of your friends or relatives seen it before you did?"
18 Yes 30 No 4 Don't know 1 Not asked

7b. (IF YES, WHAT RELATIVE OR HOW MANY FRIENDS) (not tabbed)

7b. (IF YES)"What did they say about it?"
12"Excellent" 5"Good" 1 "They didn't say"

Question 8a. Had anyone (else) recommended that you see it?
23 Yes 30 No - Don't know

8b. (IF YES, WHAT RELATIVE OR HOW MANY FRIENDS) (not tabbed)

8x. (IF YES) What did they say?"
12 "Excellent" 8 "Good" 1 "They didn't say" 1 Irrelevant 1 Dk

8c. (IF YES) "Would you have gone to it anyway if no one had talked about it?"
6 Yes 4 Probably - Can't say 4 Probably not 3 No 6 Not asked

Question 9a. "Had you seen a trailer (preview) of it beforehand?"
14 Yes 39 No

9b. (IF YES) "Did that have anything to do with your going?"
6 Yes 8 No

Question 10a. "Had you seen any advertisement or announcement about it in a newspaper or magazine beforehand?"
30 Yes 23 No (PUBLICATION) (not tabbed)

10b. IF YES) "Did that have anything to do with your going?"
21 Yes 6 No - Don't know 3 Not asked

Question 11a. "Did you see any programs or handbills advertising it?"
13 Yes 39 No 1 Don't know

11b. (IF YES) "Did that have anything to do with your going?"
7 Yes 5 No 1 Don't know

Question 12a. "Had you seen a review of it in a newspaper or magazine beforehand?"
9 Yes 44 No - Don't know (PUBLICATION) (not tabbed)

12b. "What sort of rating did the picture get in the review?"
3 "Excellent", 5 "Good", 1 "unfavorable"

12c. IF FAVORABLE REVIEW) "Did that have anyting to do with your going?"
6 Yes 2 No

Question 13. (ASK IF NO INFLUENCE ON ATTENDANCE IS APPARENT)"Did the signs around the theatre have anyting to do with your going to that show?"
10 Yes - No -Don't know

Question 14. "What was your reaction to the movie -- did you think it was terrible, or bad, or poor, or indifferent, or fair, or good, or excellent?"
-Terrible -Bad 1 Poor 1 Indifferent 11Fair 23 Good 17 Excellent

Question 15. "Was there anything you particularly liked about the movie?
(Only 6 ballots of 53; cut out because of length of ballot)

Happy or moral ending	2
Acting	2
Special incident, scene	1
Type of picture	1
	6

Question 16. "Was there anything you particularly didn't like about it?"
(Only 6 ballots of 53; cut out because of length of ballot)

Nothing particularly disliked	2
Immoral in whole or part	1
Overdone	1
Love scenes	1
Star had too thin a part	1
	6

17a. "Did you recommend to your friends that they see it?"
34 Yes 16 No - Don't know 3 Not asked

17b. (IF "NO" OR "DK") Would you recommend it to your friends?
11 Yes 5 No - Don't know

Question 18a. "Was there another feature?"
10 Yes 43 No

18b. "Did it have anything to do with your going to that show?"
4 Yes 5 No - Don't know 1 Not asked

Question 19. "Would you rather go to a movie showing a double feature (two full length plays) or to one showing a single feature (one full length play)?"
15 Double 34 Single 4 No preference

"WHY?"

Prefer double features:

You get more for your money	8
Variety in pictures shown	2
It kills more time	2
Admission is cheaper	1
Don't care for shorts as well	1
(Unclassifiable)	1
	15

Prefer single features:

Doubles are poorer pictures	17
Double bill is too long	[illegible]

Question 19 (continued) Double feature question.

Prefer single features:	
Doubles are poorer pictures	17
Doubles are too long to sit through	9
Doubles are confusing	3
Doubles are 'cut' from original film	3
One picture satisfies	1
Like news and shorts	1
	34
No preference:	
Depends on quality of pictures	4

Question 20. "Do you read any movie magazines?"
26 Yes 25 No 2 Not asked

(TITLES AND HOW OFTEN) (Titles not tabulated)

9 read one movie magazine occasionally
1 reads " " " regularly
5 read 2 or more occasionally
11 read 2 or more regularly

By sex; readers:
9 men of 25
15 women of 26

By age; readers:
18 of 37 who are thirty years or older
8 of 14 who are over thirty years

Question 21a. "Have you heard of the National Movie Quiz Contest?"
42 Yes 11 No - Don't know

21b. (IF YES)"Do you plan to submit an entry?"
6 Yes 34 No 2 Don't know

21c. (IF YES TO 21b) "Have you gone to any movies during the last month that you might not have attended if they weren't Movie Quiz pictures?"
3 Yes 3 No - Don't know

Question 22a. "Have you read 'Gone With The Wind'?"
14 Yes 39 No

22b. "Do you know something about the story?"
35 Yes 4 No

22c. "Do you think you will go to the movie after it comes out?"

	Yes	Probably	Can't say	Probably not	No
Readers:	13	-	-	1	-
Non- " :	24	13	2	-	-
Total :	37	13	2	1	-

Question 22d. (FOR READERS) "Do you think two or three good full-length movies could be made from the book?"
11 Yes 3 No - Don't know

COMMENT (not tabbed)

22e. "Who would you prefer to play the part of Scarlett O'Hara, the leading lady -- Miriam Hopkins, Bette Davis, Paulette Goddard, Norma Shearer, Tallulah Bankhead, or Katherine Hepburn?"
3 Hopkins, 15 Davis, 4 Goddard, 11 Shearer, - Bankhead, 14 Hepburn, - Undecided, 6 No preference

22f. (IF "PROBABLY" OR "YES" ON 22c) "Do you think you would go to the movie if it were given in two parts, the second part coming a week or two after the first part?"

Readers:	12 Yes	- Probably	- Can't say	1 Probably not	- No
Non- " :	8	6	3	4	16
Total :	20	6	3	5	16

Forms 1 & 2 Entertainment Research December, 1938
100 persons in Trenton, Princeton, Hopewell

(Below are totals for the two forms wherever questions permitted addition)

Question **6a, Form 1; 21a, Form 2.** "Have you heard of the National Movie Quiz contest?"
79 Yes, 21 No - Don't know

6b, Form 1; 21b, Form 2. "(IF YES) "Do you plan to submit an entry?"
9 Yes 68 No 2 Don't know

6c, Form 1; 21c, Form 2."Have you gone to any movies during the last month that you might not have attended if they weren't Movie Quiz pictures?" (Asked of those answering "Yes" to b)
4 Yes 5 No - Don't know

Question 7a, Form 1; 4a, Form 2. "What was the last movie you saw?"

The Great Waltz	11
Marie Antoinette	10
The Cowboy & The Lady	7
Little Tough Guys in Society	6
Brother Rat	6
(a comedy)	4
(a western)	4
Barn Dance (Gene Autry)	3
Spring Madness	3
Angels with Dirty Faces	2
Suez	2
Say it in French	2
Submarine Patrol	2
Boys' Town	2
Out West with the Hardys	2
Just Around the Corner	2
The Citadel	2
Four Daughters	2
King of Alcatraz	2
Frankenstein	1
Room Service	1
A 'love' picture	1
Affairs of Annabel	1
Dramatic School	1
Sixty Glorious Years	1
Flirting With Fate	1
The Shining Hour	1
Arrest Bulldog Drummond	1
Men with Wings	1
All's Quiet on the Western Front	1
The Crowd Roars	1
Too Hot to Handle	1
Marijuana (dope picture)	1
(Shirley Temple picture)	1
I Am the Law	1
Arkansas Traveler	1
Breaking the Ice	1
Reformatory	1
If I Were King	1
Stablemates	1
Goldwyn Follies	1
Hold that Coed	1
The Sisters.	1
Detective picture	1
Don't know	1
	100

Question 7b, Form 1; 4b, Form 2. "Was it on a Saturday or Sunday or Weekday?"
27 14 59

7c, Form 1; 4c, Form 2. "Was it in the Evening or Afternoon or Morning?"
71 29 -

7d, Form 1; 4d, Form 2. "At what theatre did you see it?"
(Not tabbed; preliminary to e below)

7e, Form 1; 4e, Form 2. "What was the price of admission?"
(Inspection reveals that almost everyone was correct as to the price of admission; a few were off 5¢. This indicates that we can ask the direct question in future sendouts, instead of resorting to the complicated approach of asking theatre and later inquiring as to prices at these certain theatres)

Question 8, Form 1. "Do you remember why you chose that particular show?"
Question 5, Form 2. "Why did you choose that particular show?"

Actor or actors	20
Hearsay (word-of-mouth)	15
Just wanted to go to a movie	13
Story	9
Companion's choice	7
Type of movie	5
Prefer certain theatre	4
Critic's reviews	3
Wanted to see it again	3
Music	3
Had seen all the others	2
Everybody else was going	2
Prefer particular series	2
Picture in color	1
Mistook for another movie	1
Didn't like the others	1
Only one on at time	1
Double feature	1
Vaudeville in connection	1
Serial in connection	1
Other feature was attraction	1
Only one on at time	1
Don't know	3
	100

See Set 17 & 18

Question 9, Form 1; 6, Form 2. "Did you go alone or with someone?" (RELATIONSHIP) ____

Alone	29
With one or more of same sex	22
Date	19
Husband	8
Wife	7
Child or children	6
Mother	5
Brother (in case of girl)	3
Sister (in case of boy)	1
	100

Question 10, Form 1; 7a, Form 2. "Had any of your friends or relatives seen it before you did?

34 Yes 58 No 7 Don't know 1 Not asked

Question 11a, Form 1. "Had anyone suggested that you see it?"
Question 8a, Form 2. "Had anyone (else) recommended that you see it?"

49 Yes 51 No - Don't know

Question 11b, Form 1; 8c, Form 2. (IF YES) "Would you have gone to it anyway if no one had talked about it?"

16 Yes 7 Probably 2 Can't say 6 Probably not 12 No 6 Not asked

Question 12, Form 1 "Had you seen it among 'Previews of coming attractions'?"
Question 9a, Form 2."Had you seen a trailer (preview) of it?"

26 Yes 73 No 1 Don't know

Question 13, Form 1; 12a, Form 2. "Had you seen a review of it in a newspaper or magazine beforehand?"

16 Yes 82 No

Question 14, Form 1; 10a, Form 2. "Had you seen any advertisment or announcement about it in a newspaper or magazine beforehand?"

52 Yes 47 No 1 Don't know

Question 15, Form 1. "Had you seen any handbills advertising it?"
Question 11a, Form 2."Had you seen any programs or handbills advertising it?"

21 Yes 76 No 3 Don't know

Question 16, Form 1; 15, Form 2. "Was there anyting you particularly liked about the movie?"
(47 persons on Form 1 plus 6 persons on Form 2: 53, total)

Actor or actors	9
Happy or moral ending	7
Type of picture	7
Acting	6
Comedy	4
Special incident or scene	4
Music	3
Special information (as about planes)	2
(General approval)	2
Costumes	1
Plot	1
Love scenes	1
Nothing particularly liked	6
	53

Question 17, Form 1; 17, Form 2. "Was there anything you particularly didn't like about it?"
(47 persons on Form 1; 6 persons on Form 2: 53, total)

Nothing particularly disliked	30
Immoral in whole or part	4
Overdone dialogue or action	4
Departure from reality; improbability	3
Dislike actor	3
Dull	2
Too long	2
Very bad	1
Too short	1
Poor plot	1
Love scenes	1
S tar had too thin a part	1
	53

Question 18, Form 1. "Would you recommend to your friends that they see it?"
Question 17a & b, Form 2. "Did (would) you recommend it to your friends?"

81 Yes	13 No	3 Don't know	3 Not asked

Question 19a, Form 1. "What was the second feature?" (Not tabbed)
Question 18a, Form 2. "Was there another feature?"

18 Yes	82 No

Question 19b, Form 1; 18b, Form 2. "Did it have anything to do with your going to that show?"

4 Yes	13 No	- Don't know	1 Not asked

Question 21a, Form 1; 22a, Form 2. "Have you read 'Gone with the Wind'?"

26 Yes	74 No

Question 21b, Form 1; 22b, Form 2. (IF NO) "Do you know something about the story?"

65 Yes	9 No

Question 21c, Form 1. "Do you think you will go to the movie when it comes to your local theatre?"
Question 22c, Form 2. "Do you think you will go to the movie after it comes out?"

Readers:	23 Yes	- Probably	- Can't say	2 Probably not	1 No	-Not asked
Non- " :	42	25	5	-	-	2
Total :	65	25	5	2	1	2

Question 21e, Form 1. (ASK IF "PROBABLY" OR "YES" ON QUESTION 21c) "Do you think you would go to the movie if it were given in two parts, the second part coming a week after the first part?"
Question 22f, Form 2. (IF "PROBABLY" OR "YES" ON 22c) "Do you think you would go to the movie if it were given in two parts, the second part coming a week or two after the first part?"

Readers:	17 Yes	2 Probably	2 Can't say	1 Probably not	1 No
Non- " :	18	15	4	7	23
Total	35	17	6	8	24

Forms 1 & 2 Entertainment Research December, 1938

100 persons in Trenton, Hopewell, and Princeton

Sample obtained

Age Group	Male	Female	Total
12-17	10	14	24
18-21	12	6	18
22-30	14	10	24
31-40	9	9	18
41-50	3	4	7
51-60	3	4	7
61-Up	1	1	2
	52	48	100

Economic status	
Wealthy	2
AV+	14
AV	30
P+	26
P	25
OR	3
	100

Princeton	53
Trenton	39
Hopewell	8
	100

This poll was denducted to determine

(1) how accurately people could predict their attendance at pictures showing in the immediate future and

(2) how well these predictions forecast the performance of the pictures for the whole audience.

The only bad miss was Kentucky

The next, Princeton, poll, was a second check on the same questions. In this instance, we used descriptions as well as titles. But the persons interviewed were divided into two groups, one of whome were told the stars names, while the others weren't. The predictions for the group not receiving stars names were a trifle better than for the other.

Misses on Beachcomber and Honolulu

Flemington Movie Poll January 1939
50 persons rechecked

Question 1a. "About how often do you usually go to the movies?
Mean: 15.8 times per hundred days

(Actual attendance during 13-day test period: Mean of 14.8 times per hundred days)

Question 1b. "What admission price do you generally pay?"
35¢ in every case; question should have been based on price paid at time of last attendance.

Question 2a. (Hand respondent list 1)
List 1. "Suppose you wanted to go to the movies tonight and there were just two theatres in town. Which of the combinations below would you be more likely to attend?"

Purpose: whether n of persons could predict own attendance at movies accurately [illegible]

"Heart of the North" Cartoon comedy & news 38 Preferred WHY?		"Heart of the North" "Comet over Broadway" 11 Preferred WHY?		1 No choice
Prefer news/comedy to 2 pic.	23	Don't like news/comedy	3	
Prefer single features	10	Prefer double bills	3	
Don't want to see 'Comet'	2	Just sounds better	1	
(Irrelevant reasons)	2	Prefer 'Comet" to "Heart"	1	
Don't know	1	(Irrelevant reason)	1	
	38	Don't know	2	
			11	

Question 2b. (Hand respondent list 2)
List 2. "Which of these two combinations would you be more likely to attend?"

"Comet over Broadway" Cartoon comedy & news 24 Preferred WHY?		"Comet over Broadway" "Heart of the North" 25 Preferred WHY?		1 No choice
Prefer news/comedy to 2 pic.	14	Prefer 'Heart" to "Comet"	14	
Prefer single features	10	Prefer double features	4	
	24	Don't like news/comedy	2	
		Home town boy in "Heart"	2	
		Just sounds better	1	
		Don't know	2	
			25	

Question 3a. "When was the last time you went to a movie?"
Mean: 5.42 times per hundred days (assuming interview at midpoint between attendances)

Question 3b. "What movie did you see then?"

Thanks for Everything	13	Angels with Dirty Faces	1
Dawn Patrol	12	Dramatic School	1
A Christmas Carol	8	A Man to Remember	1
Heart of the North	2	Men with Wings	1
Hard to Get	1	Marie Antoinette	1
Out West with the Hardys	1	(Picture with Patsy Kelly)	1
(A foreign picture)	1	Great Waltz	1
(Picture with V. Bruce	1	Brother Rat	1
		Don't know and Not asked	3 / 50

Question 3c. "Was it on a Saturday or Sunday or weekday?"
1 7 37 5 Not asked

3d. "Was it in the evening or afternoon or morning?"
40 5 - 5 Not asked

3e. "At what theatre did you see it?"
(Not tabbed; almost everyone went to New Palace in Flemington)

3f. "What was the price of admission?"
(Not tabulated; everyone knew and reported correctly)

3g. "Why did you choose that particular show?"

Actor or actors	8
Story	8
Type of movie	7
Hearsay (word-of-mouth)	6
Just wanted to go to a movie	5
Companion's choice	4
Prize night	2
Critics' reviews	1
Wanted to see it again	1
Music	1
Prefer particular series	1
Went by mistake	1
Only one in town	1
Didn't like the other pix on	1
Not asked	3
	50

Question 4a. "Here are some movies that will be shown here soon. (hand respondent List 2) Are there any of them you would like to see? Which ones?"

Titles	Male	Female	Total
Stand Up & Fight	22	14	36
Sweethearts	10	20	30
Duke of West Point	14	10	24
Kentucky	8	14	22
Newsboys' Home	12	10	22
Going Places	11	9	20
Torchy Gets Her Man & Sharpshooters	6	2	8

Flemington Movie Poll January 1939

Question 4b. "Are there any of them you are very likely to see? Which ones?"

Titles	**Male**	**Female**	**Total**
Sweethearts	8	17	25
Stand up and Fight	13	7	20
Duke of West Point	10	8	18
Kentucky	7	8	15
Newsboys Home	6	8	14
Going Places	4	2	6
Torchy Gets Her Man & Sharpshooters	1	1	2
			100

Question 4c. "What do you know about (named under b)?" (Get likes, influences,)

Sources of information	
No previous knowledge of picture	57
Trailer (preview)	11
Reviews in newspapers, magazines	8
Newspaper, magazine ads, announcements	5
Word-of-mouth	5
Radio reviews	2
Theatre poster	1
Usually go Sunday nights	1
Not asked	10
	100

Question 4d. "Are there any of them you would be very likely to stay away from?"

Titles	Male	Female	Total
Sweethearts	10	3	13
S tand Up & Fight	1	3	4
Duke of West Point	1	1	2
Kentucky	22	2	4
Newsboys Home	3	5	8
Going Places	2	3	5
Torchy Gets Her Man & Sharpshooters	77	13	20

Question 5. "Would you rather go to a movie showing a double feature (two full-length plays) or to one showing a single feature) one full-length play)?"

6 Double 42 Single 2 Don't know

Flemington Movie Poll January 1939

Question 1a --On recheck. "Which of these movies did you go to?"

Titles	Male	Female	Total
Sweethearts	15	16	31
Stand Up & Fight	13	8	21
Duke of West Point	11	5	16
Kentucky	12	14	26
Newsboys' Home	8	8	16
Going Places	8	6	14
Torchy Gets Her Man & Sharpshooters	2	3	5

Question 1b. "How did you happen (not to go) (to go) to it?" (For discrepancies with 4d on first poll)

Failed to go after previously saying 'very likely'; reasons:

Broke	8
Out of town at time	7
Previous engagement prevented	7
Illness	5
Went to another show	1
Went roller-skating instead	1
Found out it was a double featu	1
Don't know	2
	32

Went after previous dislike or indifference; reasons:

Force of habit	15
Companion's choice	9
Preview looked good	9
Word-of-mouth	5
Attracted by theatre poster	3
Overlooked it in first poll	1
Mistook it for another show	1
	43

"Did it live up to your expectations?"

Title	Yes	No
Going Places	6	8
Duke of West Point	14	2
Torchy Gets Her Man & Sharpshooters	3	2
Newsboys' Home	12	4
Kentucky	23	3
Sweethearts	21	10
Stand Up & Fight	16	5

"Did (would) you recommend to any of your friends that they see it?"

Title	Yes	No

Flemington Movie Poll, January 1939 --recapitulation

	Like to See			Like to See Who Did Go			Very Likely See			Very Likely Who Went			Likely Stay Away			Changed and Went			Total Admissions		
	M	F	Tot.	M	F	Tot.	M	F	Totl	M	F	Tot.	M	F	T	M	F	T	M	F	Tot.
Sweethearts	10	20	30	9	14	23	8	17	25	7	11	18	10	3	13	3	2	5	15	16	31
Stand Fight	22	14	36	12	5	17	13	7	20	9	4	13	1	3	4	-	-	-	13	8	21
Duke W. Point	14	10	24	9	4	13	10	8	18	7	4	11	1	1	2	-	-	-	11	5	16
Kentucky	8	14	22	4	10	14	7	8	15	4	6	10	2	2	4	-	1	1	12	14	26
Newsboys Home	12	10	22	7	4	11	6	8	14	5	4	9	3	5	8	-	-	-	8	8	16
Going Places	11	9	20	4	3	7	4	2	6	3	1	4	2	3	5	-	1	1	8	6	14
Torchy-Man & Sharpshooters	6	2	8	1	1	2	1	1	2	-	1	1	7	13	20	1	-	1	2	3	5
	83	79	162	46	41	87	49	51	100	35	31	66	26	30	56	4	4	8	69	60	129

Questions:

"Here are some movies that will be shown here soon (hand respondent list with titles, stars, and approximate dates during next 2 weeks). Are there any of them you would like to see?"

"Are there any of them you are *very* *likely* to see? Which ones?"

"Are there any of them you would be *very* *likely* to stay away from?

On checkup:

(Hand respondent same list) "Which of these movies did you go to?"

23

Flemington Movie Poll   January 1939

"Did (would) you recommend to any of your friends that they see it?"

Title	Yes	No
Going Places	6	8
Duke of West Point	15	1
Torchy Gets Her Man & Sharpshooters	5	-
Newsboys' Home	16	3
Kentucky	25	1
Sweethearts	23	8
Stand Up and Fight	20	1
	107	22

(Hand respondent card with these statements:
"Which one of these statements agrees best with your feeling about the show?"

1. "I thought it was a poor show"
2. "It didn't especially appeal to me"
3. "I didn't exactly like it, and I didn't exactly dislike it"
4. "I thought it was just fair"
5. "I thought it was a ~~very~~ good show"
6. "I thought it was a very good show"
7. "I thought it was one of the best pictures I've ever seen"

Title	1.	2.	3.	4.	5.	6.	7.	Tot.
Going Places	-	2	-	7	3	2	-	14
Duke of West Point	-	-	-	-	9	7	-	16
Torchy -Sharpshooters	-	-	-	-	4	1	-	5
Newsboys' Home	-	-	1	-	5	9	1	16
Kentucky	-	-	-	2	2	15	7	26
Sweethearts	2	4	1	2	3	13	6	31
Stand Up & Fight	-	-	-	2	9	8	2	21
	2	6	2	13	35	55	16	129

"What things about it did you particularly like?"

Actor or actors	22
Color and scenery	17
Action sequence (fight, race, etc.)	16
Music, singing	12
Special information (i.e, Army)	9
Moral or point	8
Plot, story	7
Type of picture	6
Acting	6
Comedy	5
Costumes	5
(General approval)	3
Minor character	2
Nothing particularly	8
Don't know	2
Not asked	1
	129

"What things about it did you particularly dislike?"

Nothing particularly	73
Overdone dialogue or action	6
Too much singing	6
Poor plot	5
Don't like fighting, racing	5
Departure from reality:improbable	4
Immoral in part	2
Too long	2
Very bad	2
Dislike type of picture	2
Played up sectional hatred	2
Sad	2
Not enough fighting	2
Dull	1
Too short	1
Silly	1
Not enough singing	1
Not enough hockey	1
Star had thin part	1
Ending abrupt	1
Dislike actor's looks in color	1
Dislike old-time setting	1
Misled by trailer	1
Don't know	5
Not asked	1
	129

Flemington Movie Poll January 1939

Sample obtained

Age Group	Male	Female	Total
12-17	6	9	15
18-21	3	2	5
22-30	7	4	11
31-40	2	5	7
41-50	1	3	4
51-60	2	1	3
61-Up	4	1	5
	25	25	50

Economic status:

AV+	9
AV	18
P+	14
P	9
	50

Princeton Movie Survey February 1939

Question 1. "About how often do you usually go to the movies?" ___ times per month
Mean attendance per hundred days: 15.2 --for 100 persons in recheck

Question 2. "When was the last time you went to a movie?" ___ days ago
Mean attendance per hundred days: 5.4 times (assuming respondents were interviewed at midpoint of interval between attendances)-100 rechecked.

Quest(Checkup revealed the following mean attendance, translated into terms of one hundred days, based on actual attendance during the 13-day test period: 14.7. Respondents were shown the same list of shows and were also asked whether they went to any shows out of town during the time)

Question 3a. "What kind of movie do you like best?"
(For 138 persons originally interviewed in Princeton)

Same as Hemingster + testing reliability & prediction with & without stars description used

	No. Mentions		No. Mentions
Comedy	20	Good old stories	1
Historical	17	Dancing	1
Musical comedy	10	Like "Too Hot to Handle"	1
Adventure and action	10 3	Submarine	1
Like "Jesse James" [illegible]	7	With story --like "Girls' Dormitory"	1
All kinds	6	Foreign films	1
Love and romance	5	Where there's a hero	1
Drama and serious	4	Like "Test Pilot" & "Robin Hood"	1
Children's	4	Biographical	1
Mystery	4	Like "Crowd Roars"	1
Depends on star	4	Like "Spawn of North"	1
Humourous	3	Will Rogers' movies	1
Aviation	3	Pleasant ones	1
Cowboy	3	Like "Gharge of Brigade"	1
Exciting	3	Like "Mutiny on Bounty"	1
Like "M. Antoniette"	3	Well-done & cast	1
Everyday story like Hardy	2	Tough ones	1
Comedy with meaning	2	Like "Topper"	1
Like "Can't Take It"	2	Sensible, quiet	1
Detective	2	Entertainment	1
Westerns	2	Good, clean	1
Farce	2	Wierd	1
Army & Navy	2	Like "Captains Courageous"	1
With plot	2	MacDonald & Eddy	1
Scenery	2	For a 'release'	1
Gangster	2	Like "Good Earth"	1
Like "Idiot's Delight"	1	Depends on handling	1
With pleasant ending	1	Tragedy	1
Intellectual	1	Other countries	1
Social problems	1	Combination of romance and Wild West	1
Like "Kentucky"	1		
Polite comedy	1		
Like "Alexander"	1		
College	1		

This is merely a numerical tabulation without recombinings.
--If a person offered both a kind and an example, the kind was tabulated. If he chouldn't think of a kind, he was asked for an example. Hence in a sense all specific films mentioned are "No opinion" on the question as asked.

Question 3b. "What kind of movie do you like least?"
(For 138 persons originally interviewed in Princeton)

Number mentions

	Male	Female	Total
Love & romance	24	6	30
No opin. or None	7	9	16
Gangster	1	10	11
Musical comedy	5	6	11
Western	5	4	9
Musicals	7	-	7
Horror like "Frankenstein"	1	6	7
Dramas	4	2	6
Slapstick	1	4	5
Comedies	2	2	4
Silly comedies	2	2	4
Detective	1	3	4
Operas	2	1	3
Marx Bros' comedy	1	2	3
Murder	1	2	3
War	-	3	3
Airplane	-	3	3
Ordinary Hollywood picture	1	1	2
Shooting	-	2	2
Sad	-	2	2
Without stories	-	2	2
Foreign talk as in "Idiot's Delight"	1	-	1
Foreign pictures	1	-	1
Too onesided, as all love	1	-	1
Like "Dick Tracy"	1	-	1
Shirley Temple	1	-	1
Adventure	1	-	1
Like "Vogues of 1938"	1	-	1
Luise Rainer	1	-	1
College success stories	1	-	1
Morbid	1	-	1
Crazy sex	-	1	1
African	-	1	1
Sea	-	1	1
Crooners	-	1	1
Fighting	-	1	1
Historical	-	1	1
Popular jazz	-	1	1
Big, elaborate shows	-	1	1
Drawing room triangles	-	1	1

Question 4. "What makes more difference to you in a movie -- the stars or the story?"
Comment ________

	Male	Female	Total
Stars	15	20	35
Story	33	33	66
Both	11	12	23
No opinion	5	6	11
Not asked	3	-	3
	67	71	138

Stars -- 35 of 138

	Male	Female	Total
Have favorite stars	8	11	19
Avoid certain stars	1	3	4
How they handle story	4	-	4
Stars get good stories	1	2	3
Don't know & No ans.	1	4	5
	15	20	35

Story -- 66 of 138

	Male	Female	Total
Good story is basic	9	7	16
Have little acquaintance with stars --	6	2	8
Dont care much for stars	5	2	7
Interested in certain types of stories --	3	3	6
Interested in plot movement-----	2	2	4
Interested in story, moral, or information	2	2	4
Story more important	-	3	3
Stars generally fit story---	-	2	2
Don't like certain actors---	1	-	1
Stars are much alike	1	-	1
Can judge story beforehand, but not stars--	1	-	1
Enjoy all stars, so go by story--	-	1	1
Don't know or No answer	3	9	12
	33	33	66

Question 4. "What makes more difference to you in a movie -- the stars or story?"

Both -- 23 of 138

Response	Male	Female	Total
Good stars get good stories	4	5	9
Of comparable importance	3	5	8
Poor actor can spoil good story, & vice versa--	2	2	4
Good actor can carry poor story, & vice versa	1	-	1
Not question of stars, but of good actors	1	-	1
	11	12	23

Princeton Attendance Poll --February 1939
Set 1 -- with star names -- 22 men, 28 women

Question 5a. "Here's a list of the movies that will be shown in Princeton during the next two weeks. Are there any of them you would like to see? Which ones?"

	"Like to See"			"Like to See" who Went			Aggregate Attendance		
	Male	Fem.	Tot.	Male	Fem.	Total	Male	Fem.	Total
Huck Finn	11	21	32(1)	3	10	13(1)	6	11	17(1)
The Beachcomber	13	9	22(2)	5	3	8(2)	7	4	11(4)
Wings of Navy	9	13	22(2)	3	5	8(2)	5	10	15(2)
St. Louis Blues	7	8	15(5)	2	3	5(5)	3	5	8(5)
Honolulu	8	10	13(6)	4	2	6(4)	7	6	13(3)
Son of Frank.	7	3	10(8)	3	1	4(6)	6	1	7(6)
Great Man Votes	7	10	17(4)	1	3	4(6)	1	3	4(7)
Off the Record	4	7	11(7)	-	2	2(8)	-	3	3(9)
Chan in Honolulu	5	4	9(9)	1	1	2(8)	2	2	4(7)
			151			52			82

Princeton Attendance Poll --February 1939

Set 2 -- without star names --25Male, 25 Female

Question 5a. "Here's a list of the movies that will be shown in Princeton during the next two weeks. Are there any of them you would like to see? Which ones?"

	"Like to See"			"Like to See" who Went			Aggregate Attendance		
	Male	Fem.	Tot.	Male	Fem.	Tot.	Male	Fem.	Total
Huck Finn	16	19	35(1)	7	6	13(2)	10	8	18(1)
The Beachcomber	13	11	24(3)	5	4	9(3)	5	7	12(4)
Wings of Navy	21	10	31(2)	7	7	14(1)	8	8	16(2)
St.Louis Blues	5	6	11(6)	1	2	3(5)	3	3	6(6)
Honolulu-	5	14	19(4)	2	7	9(3)	6	7	13(3)
Son of Frank.	3	4	7(9)	1	1	2(6)	5	3	8(5)
Great Man Votes	5	3	8(7)	-	-	-(7)	-	-	-(8)
Off the Record	6	2	8(7)	-	-	-(7)	1	-	1(7)
Chan in Honolulu	7	5	12(5)	-	-	-(7)	-	-	-(8)
			155			50			74

Princeton Attendance Poll --February 1939
Set 1 -- with star names -- 22 Male, 28 Female

Question 5b. "Are there any of them you are very likely to see? Which ones?"

	"V. L." to See			"V. L." Who Went			Aggregate Attendance		
	Male	Fem.	Tot.	Male	Fem.	Tot.	Male	Fem.	Total
Huck Finn	9	9	18(1)	3	5	8(1)	6	11	17(1)
The Beachcomber	9	7	16(2)	5	3	8(1)	7	4	11(4)
Wings of Navy	5	6	11(3)	2	4	6(3)	5	10	15(2)
St.Louis Blues	4	3	7(4)	2	2	4(4)	3	5	8(5)
Honolulu	4	3	7(4)	3	1	4(4)	7	6	13(3)
Son of Frank.	3	3	6(6)	2	1	3(6)	6	1	7(6)
Great Man Votes	1	3	4(7)	-	2	2(7)	1	3	4(7)
Off the Record	1	3	4(7)	-	2	2(7)	-	3	3(9)
Charlie Chan	1	-	1(9)	1	-	1(9)	2	2	4(7)
			74			38			82

Princeton Attendance Poll --February 1939
Set 2 -- without star names --25 Male, 25 Female

Question 5b. "Are there any of them you are very likely to see? Which ones?

	"V. L." to See			"V. L." who Went			Aggregate Attendance		
	Male	Fem.	Tot.	Male	Fem.	Tot.	Male	Fem.	Total
Huck Finn	11	11	22(1)	5	5	10(1)	10	8	18(1)
The Beachcomber	11	7	18(2)	5	4	9(2)	5	7	12(4)
Wings of Navy	12	6	18(2)	4	3	7(3)	8	8	16(2)
St.Louis Blues	2	2	4(6)	-	2	2(5)	3	3	6(6)
Honolulu	2	6	8(4)	-	3	3(4)	6	7	13(3)
Son of Frank.	3	2	5(5)	1	-	1(6)	5	3	8(5)
Great Man Votes	2	-	2(8)	-	-	-(7)	-	-	-(8)
Off the Record	1	-	1(9)	-	-	-(7)	1	-	1(7)
Charlie Chan	2	1	3(7)	-	-	-(7)	-	-	-(8)
			81			32			74

Princeton Attendance Poll --February 1939

Question 5c. "Which of these are you most likely to see?"'Get ranking on all 'very likely to see')

This question was not tabulated because of the large number of persons who said they were equally likely to see any of a number of films.

Princeton Movie Poll --February 1939

Question 5d. "What do you know about ('very likely to see')?" (Get likes and influences on choice)

	Set 1(with star names)			Set 2(without stars)			Total
	Male	Female	Total	Male	Female	Total	
Review in publication	7	6	13	18	6	24	37
Ad in publication	3	8	11	3	3	6	17
Trailer(preview)	7	3	10	4	3	7	17
Radio review, preview	1	4	5	6	3	9	14
Word-of-mouth	5	1	6	3	6	9	15
Theatre program	-	4	4	1	3	4	8
Marquee,lobby signs	-	1	1	1	-	1	2
Song hit from show	1	-	1	1	-	1	2
Not asked	-	6	6	7	3	10	16
No sources known	30	25	55	24	24	48	103
	54	58	112	68	51	119	231

Princeton Attendance Poll -- February 1939

Set 1 -- with star names -- 28 Male, 28 Female

Question 5e. "Are there any of them you would be very likely to stay away from?"

	Likely Stay Away			Did Stay Away			Changed & Went		
	M	F	Tot.	M	F	Tot.	M	F	Tot.
Son of Frank.	6	16	22	5	16	21	1	-	1
Charlie Chan	3	11	14	3	11	14	-	-	-
St. Louis Blues	7	5	12	7	5	12	-	-	-
Off the Record	1	4	5	1	4	5	-	-	-
Wings of Navy	3	2	5	3	2	5	-	-	-
Honolulu	4	1	5	4	1	5	-	-	-
Beachcomber	-	4	4	-	4	4	-	-	-
Huckleberry Finn	3	1	4	3	1	4	-	-	-
Great Man Votes	1	1	2	1	1	2	-	-	-
	28	45	73	27	45	72	1	-	1

Set 2 -- without star names --25 Male, 25 Female

	Likely Stay Away			Did Stay Away			Changed & Went		
	M	F	Tot.	M	F	Tot.	M	F	Tot.
Son of Frank.	13	16	29	12	16	28	1	-	1
Charlie Chan	5	4	9	5	4	9	-	-	-
Off the Record	8	1	9	8	1	9	-	-	-
St. Louis Blues	7	2	9	7	2	9	-	-	-
Honolulu	6	-	6	6	-	6	-	-	-
Wings of Navy	2	6	8	1	5	6	1	1	2
Beachcomber	2	3	5	2	3	5	-	-	-
Great Man Votes	2	-	2	2	-	2	-	-	-
Huckleberry Finn	2	-	2	2	-	2	-	-	-
	57	32	79	45	31	76	2	1	3

Princeton Attendance Poll --February 1939

Question 5f. (Get stars from all who see Card 2 --which omits star names)

Title	Knew 1 or More Stars			Knew No Stars			Had Gone Already		
	M	F	Tot.	M	F	Tot.	M	F	Tot.
Off the Record	2	1	3	23	24	47	-	-	-
Charlie Chan	4	4	8	20	21	41	1	-	1
St. Louis Blues	5	5	10	20	20	40	-	-	-
Son of Frank.	13	10	23	9	15	24	3	-	3
Beachcomber	12	12	24	13	12	25	-	1	1
Great Man Votes	6	5	11	19	20	39	-	-	-
Honolulu	7	6	13	18	18	36	-	1	1
Huck Finn	10	9	19	15	16	31	-	-	-
Wings of Navy	6	3	9	19	22	41	-	-	-
	65	55	120	156	168	324	4	2	6

Princeton Attendance Poll --February 1939

Set 1 --With star names -- 22 Male, 28 Female

Question 1b on checkup. "How did you happen (not to go) (to go) to it?"

("Not to go" was asked only of those who previously said they were 'Very likely' to see a certain movie; "To go" was asked of those who had been previously indifferent --hadn't even said they'd like to see it -- or had said that they'd be very likely to stay away from it)

Failed to go after previously saying 'Very likely'; reasons:

Illness of self or family	10
Working nights at time	6
Went to other entertainment	4
Broke	2
Went to other movie	2
Out of town at time	1
Bad word-of-mouth	1
Previous engagement prevented	3
Don't know why	7
	36

Went after previous dislike or indifference; reasons:

Force of habit, nothing to do	10
Companion's choice	7
Favorable word-of-mouth	4
Preview looked good	2
Radio preview	1
Favorable newspaper review	1
Don't know why	4
	29

Princeton Attendance Poll --February 1939
Set 2 -- without star names --25 Male, 25 Female

Question 1b on checkup. "How did you happen (not to go) (to go) to it?"

(Not to go" was asked only of those who previously said they were 'very likely' to see a certain movie; "to go" was asked of those who had been previously indifferent -- hadn't even said they'd like to see it -- or had said that they'd be very likely to stay away from it)

Failed to go after previously saying 'Very likely'; reasons:

Illness of self or family	10
Working nights at time	8
Went to other entertainment	4
Went to other movie	4
Out of town at time	4
Broke	3
Bad word-of-mouth	3
Previous engagement prevented	3
Realized I'd seen it before	2
Companion refused to go	1
Didn't care to go alone	1
Don't know why	6
	49

Went after previous dislike or indifference; reasons:

Force of habit, nothing to do	6
Companion's choice	6
Favorable word-of-mouth	3
Hadn't known star was in it until after first interview	3
Just missed it on first interview	1
Not asked	1
Don't know why	2
	22

Princeton Attendance Poll --February 1939

Set 1 -- with star names on card -- 50 cases

Sample obtained

Age group	Male	Female	Total
12-17	2	9	11
18-21	7	1	8
22-30	7	8	15
31-40	3	4	7
41-50	2	2	4
51-60	1	4	5
61-Up	-	-	-
	22	28	50

Set 2 -- without star names on card -- 50 cases

Sample obtained

Age Grpup	Male	Female	Total
12-17	6	5	11
18-21	4	4	8
22-30	10	2	12
31-40	4	5	9
41-50	-	2	2
51-60	1	4	5
61-Up	-	3	3
	25	25	50

Trenton Survey 1 2/17/'39
19 Male, 21 Female

Question 1. "About how often do you usually go to the movies?"
Mean: 18.1 times per hundred days
Median: 16 times per hundred days.

Question 2. "When was the last time you went to a movie?"
Mean: 7.2 times per hundred days
Median: 9.4 times per hundred days

Question 3a. "Here is a list of some new movies. Are there any of them you would like to see? (If "Yes") Which ones?"
(See separate Section with results on pictures)

Question 3b. "Suppose these movies were showing in town over a two-week period. Would you be very likely to see any of them?" (If "Yes") Which ones?"
(See separate Section with results on pictures)

Question 3c. "Which one would you be most likely to see?"
(See separate section with results on pictures)

Question 3d. "Are there any of them you would be very likely to stay away from?"
(See separate Section with results on pictures)

Question 4a. "Have you heard or read anything about any of these movies?"
4b. (If "Yes") "Which ones?"

Title	Yes Male	Female	Total
Broadway Serenade	1	-	1
Black Gold	-	-	~~1~~ -
Midnight	-	-	-
Pocahontas	-	-	-
The Flying Irishman	5	1	6
Juarez	2	2	4
Wife, Husband, & Friend	-	4	4
	8	7	15

Question 5. "Do you prefer movies about people of this country, or movies about people of other countries?"

This Country			Other Countries			No Preference		
M	F	Tot.	M	F	Tot.	M	F	Tot.
14	15	29	2	2	4	3	4	7

Question 6. "If you were going to a movie and there were only two in town, which would you choose: a present-day picture, or a historical picture

Present- Day			Historical			No Preference		
M	F	Tot.	M	F	Tot.	M	F	Tot.
8	12	20	10	8	18	1	1	2

Question 7. "Do you prefer movies about well-known events in history, or little-known events in history?"

Well-Known			Little-Known			No Preference		
M	F	Tot.	M	F	Tot.	M	F	Tot.
13	13	26	3	3	6	3	5	8

Sample obtained:

Age Group	Male	Female	Total
12-17	5	5	10
18-21	2	3	5
22-30	7	4	11
31-40	2	4	6
41-50	1	2	3
51-60	2	2	4
61-Up	-	1	1
	19	21	40

AV+	1	2	3
AV	8	12	20
P+	6	5	11
P	4	2	6
	19	21	40

Set 2 Trenton Survey 2/28/'39
19 Males, 21 Females

Question 1. "Do you prefer movies about people who are more or less like yourself, or movies about people who are entirely different than yourself?"

Like			Different			No Preference			No Opinion			Not Asked		
M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.
10	11	22	4	6	10	3	2	5	1	-	1	1	2	3

Question 2a. "Would you rather see a movie which was made for entertainment only, or a movie dealing with some problem of the day?"

Entertainment			Problem			No Preference			No Opinion			Not asked		
M	F	Tot.	M	F	Tot	M	F	Tot.	M	F	Tot.	M	F	Tot.
11	8	19	3	8	11	3	3	6	-	-	-	2	2	4

Question 2b. "Do you think more movies should be made which deal with present-day problems?"

Yes			No			No Opinion			Not asked		
M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.
15	14	29	1	2	3	1	1	2	2	4	6

(Question was really only of use as preliminary to 2c: too many persons agreed that more of the kind should be made, but not for them)

Question 2c. "Should the movies deal with any of these problems:

	Yes			No			No Opinion			Not Asked		
	M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.
Unemployment	3	5	8	11	10	21	2	-	2	3	6	9
Americanism	14	15	29	2	-	2	-	-	-	same		
War & Peace	15	8	23	1	7	8	-	-	-	same		
Morals of younger generation--	14	10	24	7	5	12	-	-	-	same		
Living conditions	11	8	19	5	7	12	-	-	-	same		

Question 2d. (See next page)

Question 3. "In general, do you think you get more out of seeing a movie or listening to a radio for the same length of time?"

Movie			Radio			No Opinion			Not Asked		
M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.
14	12	26	2	4	6	1	1	2	2	4	6

Question 2d. "What other problems would you suggest?"
(Besides a list containing Unemployment, Americanism, War & Peace, Morals of the younger generation, and Living conditions)

"The creation of 'swing' from 'way back to the present"
"Sit-down strikes"
"About 'no foreign intervention'"
"American history, not foreign history"
"One based on the life of a young man going through an aviation school"
"Moral and physical wreckage, especially through syphilis & gonorrhea"
"Problems of the government and how businesses are run"
"The horrors of war"
"Less of bygone days, and more of the future"

No suggestions -- 31 of 40.

Predictions on pictures in this poll(Question 7 and others) and in later polls up to No.13 are purely experimental. Techinique of descriptions was altered, several times, and several polls were intended entirely to establish a set of control phonies.

Questions on types in this and other polls are not significant. This line of questioning has been abandoned.

Set 2 Trenton Survey 2/28/'39

Question 4a. "In general, do you think the movies are too outspoken or not outspoken enough?"

	Too Outspoken			Not Enough			About Right			No Opinion			Not Asked		
	M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.	M	F	Tot.
	2	4	6	8	6	14	4	2	6	3	4	7	2	5	7
4b. (Same for radio)	4	2	6	7	5	12	5	-	5	1	-	1	same		
4c. (Same for newsp.)	2	4	6	7	1	8	5	8	13	3	3	6	same		

Question 5. "About how often do you usually go to the movies?"
Mean: 23.1 times per hundred days
Median: 14 times per hundred days

Question 6. "How many times did you go to the movies during the two weeks ending today?"
Mean: 15.4 times per hundred days
Median: 20.5 times per hundred days

Question 7a. "Here is a list of some new movies. Are there any of them you would like to see? (If "Yes") Which?"
(See separate Section with results on pictures)

Question 7b. "Suppose that all these movies were showing in town over a two-week period. Considering the number of times you go to the movie, movies, would you be very likely to see any of them? (IF "Yes") Which?"
(See separate Section with results on pictures)

Question 7c. "Which one would you be most likely to see?
(See separate Section with results on pictures)

Question 7d. "Are there any of them you would be very likely to stay away from?" (If "Yes") Which?"
(See separate Section with results on pictures)

Question 8a. "Have you heard or read about any of these movies?"

Yes			No		
M	F	Tot.	M	F	Tot.
8	5	13	11	16	27

Question 8b. (If "Yes") "Which ones?"

Title	Male	Female	Total
Broadway Serenade	1	2	3
Black Gold	2	-	2
Midnight	-	1	1
Pocahontas	-	-	-
The Flying Irishman	5	2	7
Juarez	2	1	3
First Love	-	1	1

Sample Obtained

Age Group	Male	Female	Total
12-17	2	1	3
18-21	7	9	16
22-30	4	4	8
31-40	3	4	7
41-50	2	2	4
51-60	-	1	1
61-Up	1	-	1
	19	21	40

Trenton Poll 3, 3/3/'39 -- 53 persons (26 Male, 27 Female)

Question 1. "What type of movie do you like best?"

	Male	Female	Total
Adventure	6	4	10
Humor (incl. various types of comedy)	4	4	8
Historical (Incl. everything laid in past)	4	3	7
Aviation	2	1	3
Drama	2	2	4
Mystery	2	1	3
Musical comedies	1	1	2
Romance	1	4	5
Wild West	1	-	1
Sports	1	-	1
Children's (kid actors)	-	1	1
Like "Submarine Patrol"	1	-	1
Humor like "It Happened One Night"	-	1	1
Old play like "Old Homestead"	1	-	1
Like Can't Take it With You"	-	2	2
Spectacular like "Stagecoach"	-	1	1
All kinds, None, Don't know	1	4	5

Question 2. "What type of movie do you like least?"

Love and sentiment	11	1	12
Murder and gangster	4	9	13
Comedies (Usually 'silly comedies')	1	5	6
Musicals, musical comedies	1	3	4
Old-fashioned (including Historical)	-	3	3
Airplane	2	-	2
Wild West	1	1	2
Horror	-	2	2
War	-	2	2
Robert Taylor	-	1	1
Dead End Kids	-	1	1
Republic Pictures	1	-	1
Sob stuff (drama?)	1	-	1
Detective	-	1	1
Leg shows	1	-	1
Immoral	1	-	1
None, Don't know	3	-	3

Question 3. "About how often do you usually go to the movies?"
Mean: 23.3 times per hundred days.

Question 4. "When was the last time you went to a movie?"
Mean: 5.2 times per hundred days.
Median: 8.5 times per hundred days.

Question 5. "How many times did you go to the movies during the 2 weeks ending last night?"
Mean: 16.49 times per hundred days.

Trenton Poll 3, 3/3/'39 --53 persons (26 Male, 27 Female)

Question 6. "Would you rather go to a movie about people who are more or less like yourself, or a movie about people who are entirely different from yourself?"

	Male	Female	Total
Like self	11	13	24
Entirely different	11	8	19
No pref. or No opinion	4	6	10
	26	27	53

Question 7. "Can you think of a story you have read that you would like to see made into a movie?"

"Gone With the Wind"	2
"Turnabout", by Thorne Smith	1
"Seventeen", by Booth Tarkington	1
"Alone", by Richard E. Byrd	1
"Winters Moon" (author unknown)	1
"Coronet"--story with foreign setting	1
"Midsummer's Night's Dream"	1
"Ivanhoe", by Sir W. Scott	1
April Gold", romance by Grace Lutz	1
"What Katy Did": series of kid stories	1
"The Green Light", by Lloyd C. Douglas	1
Can't think of any	41
	53

Question 8a "In general, are there any of these kinds of pictures you especially like?"
Question 8b. "Which one do you like best?"
Question 8c. "Are there any of these you especially dislike?"

	Esp. Like			Like Best			Esp. Dislike		
	M	F	Tot.	M	F	Tot.	M	F	Tot.
Historical pictures	14	11	25	6	4	10	-	4	4
Pictures about lives of famous people	14	9	23	2	1	3	1	2	3
Everyday pictures of family life	11	12	23	3	7	10	2	-	2
Adventure pictures	14	8	22	8	2	10	-	1	1
Musical comedies	8	10	18	2	3	5	6	-	6
Present day stories of love, marriage	4	10	14	1	4	5	8	1	9
Mistery, detective, or spy pix	10	4	14	3	2	5	3	5	8
Gangster, crrok, or G-Men pix	7	2	9	~~1~~	1	1	6	11	17
War pictures	5	4	9	2	1	3	3	11	14
Westerns	2	5	7	1	1	2	8	6	14
Horror pictures	3	-	3	-	-	-	6	13	19

Trenton Poll 3, 3/3/'39 --53 persons (26 Male, 27 Female)

Question 9. "Do you think most movie programs are too short or too long?"

	Male	Female	Total
Too short	4	8	12
Too long	4	4	8
About right	17	11	28
No opinion	1	1	2
Not asked	-	3	3
	26	27	53

Question 10. "How long do you think an entire movie program should last?"

	Male	Female	Total
1¼-11/3	1	-	1
1 -1½	-	1	1
1½	2	3	5
2	9	9	18
2 -2¼	1	-	1
2¼	1	-	1
2 - 2½	2	1	3
2½ - 3	5	3	8
2 --3	-	1	1
2½ - 3	2	1	3
3 - 3	2	4	6
3 - 3½	-	1	1
Don't know	1	-	1
Notx asked	-	3	3
	28	27	53

Question 11. "If a movie program was made out to suit you, what would it include -- that is, how many short subjects and what kind, and how many full-length features?"

(Not tabulated because the variety of answers makes it hard to quantify. The answers generally were in terms of what they were accustomed to receiving. Few wanted a double feature.)

Trenton Poll 3, 3/3/'39 --53 persons (26 Male, 27 Female)

Question 12. "What kind of short subjects do you like best?"

	Male	Female	Total
Cartoon comedy	5	4	9
News	4	4	8
Travelogue	3	5	8
Orchestra short	2	1	3
Sports	2	1	3
Aviation	1	1	2
Governmental workings	1	-	1
Illustrated mechanics	1	-	1
Educational: factory operations	1	-	1
March of Time	1	-	1
History	1	-	1
Our Gang	-	1	1
Exciting child pictures	-	1	1
Education of a child	-	1	1
Child	-	1	1
Comedy (real actors)	-	1	1
Don't know	3	3	6
None	1	-	1
Not asked	-	3	3
	26	27	53

Question 13. "Which do you enjoy most: Serious pictures which end right, Light comedies, Tragedies, or Slapstick comedies?"

(Not recorded, as question was abandoned when it was evident that they all wanted "...pictures which end right' . This question should have been tested to avoid that bias)

Question 14 (Not on ballot, but asked anyway) "Here are the titles of some movies being produced. Are there any of them you would especially like to see?

Question 14a. "Which one would you like to see most?"

Question 14b. "Which one would you be most certain to stay away from?"

No descriptions used, these are [illegible] good interest in [illegible] titles

Titles	Esp. Like			Like Best			Stay Away		
	M	F	Tot.	M	F	Tot.	M	F	Tot.
City Doctor	9	16	25	2	5	7	2	-	2
Hospital Interne	8	15	23	4	9	13	3	-	3
Star Reporter	8	7	15	1	1	2	1	-	1
Student Pilot	9	5	14	6	-	6	1	2	3
Benjamin Franklin	9	5	14	5	-	5	2	5	7
Gangsters' Hideaway	7	4	11	3	1	4	8	10	18
Wedding at Midnight	3	7	10	1	4	5	9	2	11
Pioneer Maiden	4	4	8	1	2	3	5	-	5
Murder on a Cruise	6	1	7	1	-	1	5	13	18

Trenton Poll 3, 3/3/'39 -- 53 persons (26 Male, 27 Female)

Sample Obtained

Age Group	Male	Female	Total
12-17	5	7	12
18-21	6	4	10
22-30	5	5	10
31-40	5	5	10
41-50	2	3	5
51-60	1	2	3
61-Up	2	1	3
	26	27	53

One hundred interviews asking various questions concerning frequency. Question one was used as Berman's question, but we later discovered that this was not his precise wording, so the comparison is invalid. Subsequent work, however, showed that Berman's question does produce an underestimate, which is difficult to correct because it is not constant.

We showed persons a list of the movies shown in Princeton during the last two weeks, and aske them which they had seen. We then followed by asking if they had seen any movies out of Princeton during the interval. This information we accepted as the most reliable index of attendance possible.

Since questions 4,5, and 6 produced the result closest to that of the questions concerning actual pictures seen, we assume that it is the more reliable line of investigation. These are our standard frequency questions.

Frequency Survey -- Princeton, March 14-15, 1939 --100 persons (52 M., 48 F.)

Question 1. "About how often do you usually go to the movies?"
Mean estimate: 18.8 times per hundred days.

Question 2. "When was the last time you went to a movie?"
Mean attendance (computed on assumption that interview took place at midpoint of interval between shows): 17.6 times per hundred days.

Question 3. "When was the time before that?"
Mean attendance (computed on interval between last show and show previously seen): 27.0 per hundred days.

Question 4. (If necessary)"Did you go to any movies during the week ending last Saturday? (If "Yes") How many?"
5. (If answer to 4 is "No")"Did you go to any movies during the two weeks ending last Saturday? (If "Yes") How many?"
6. (If answer to 5 is "No") "Did you go to any movies during the four weeks ending last Saturday? (If "Yes") How many?"
Mean attendance: 17.3 times per hundred days.

Question 7. "Did you see any of these movies while they were in Princeton?

Title	Male	Female	Total
Stagecoach	20	17	37
Made For Each Other	14	22	36
Oklahoma Kid	20	9	29
Cafe Society	16	13	29
Fast and Loose	11	9	20
Carefree	6	6	12
Four Girls in White	6	5	11
Devil's Island	10	-	10
Wife, Husband, and Friend	4	4	8
Wanted by the Police (kids' mat.)	2	1	3
Under the Big Top (" ")	1	-	1
	110	86	196

Mean attendance: 17.4 times per hundred days.

Sample obtained:

Age Group	Male	Female	Total
12-17	11	11	22
18-21	12	7	19
22-30	15	18	33
31-40	8	6	14
41-50	4	3	7
51-60	2	1	3
61-Up	-	2	2
	52	48	100

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Question 1. "What type of movie do you like best?"

	Male	Female	Total
Comedy	6	6	12
Musicals, Musical comedies	5	4	9
Historical	1	2	3
Love and Romance	1	2	3
Like "You Can't Take it With You"	-	2	2
Aviation	1	1	2
Westerns	1	1	2
Mystery-detective	2	1	3
Carole Lombard	-	1	1
Western with James Cagney	1	-	1
Gangster	1	-	1
Pure entertainment, as Astaire & R.	-	1	1
True epics of the West	1	-	1
Mickey Rooney	-	1	1
Collegiate	1	-	1
Adventure	1	-	1
Deep drama	1	-	1
Natives	1	-	1
Realistic	-	1	1
Something with background	-	1	1
Like "Gunga Din"	1	-	1
Like "Algiers"	1	-	1
Drama	-	1	1
Dramatics with historical background	1	-	1
With John Barrymore	-	1	1
Irene Dunne & Myrna Loy	-	1	1
Desert, like "Gunga Din"&"Beau Geste"	1	-	1
All kinds	1	2	3
None	1	1	2
	30	30	60

Question 2. "Did you go to any movies during the ~~two~~ week~~s~~ ending last Saturday night?" (If "Yes") How many?____ ( )No

3. (If "No" to 2) "Did you go to any movies during the two weeks ending last Saturday night?" (If "Yes") How many?____ ( )No

4. (If "No" to 3) "Did you go to any movies during the four weeks ending last Saturday night?" (If "Yes") How many?____ ( )No

Mean attendance: 15.85 times per hundred days.

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Question 5. "Here are the descriptions of some movies now being made. Are there any of them you would especially like to see? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 6. "Now you went to ___ show(s) during the last ___ week(s). Suppose these movies were showing here during the next two weeks. Would you be very likely to see any of them?" (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 7a. "Now if all these pictures were showing tnnight or tomorrow night only, would you go to any of them?"
(If "Too busy")
Question 7b. "It all these pictures were showing this Friday or Saturday only, would you go to any of them?"
(For combined results on 7a & 7b, see separate Section on pictures)

Question 8. "What movie that you have seen during the last few months did you like best?"

	Male	Female	Total
You Can't Take it With You	5	5	10
Gunga Din	4	2	6
Jesse James	2	3	5
Sweethearts	-	3	3
Kentucky	-	2	2
Out West With the Hardys	1	1	2
Grand Illusion	-	1	1
Angels With Dirty Faces	1	-	1
Tailspin	1	-	1
Stagecoach	1	-	1
Way out West (Laurel & Hardy)	1	-	1
Shirley Temple in (?)	-	1	1
Honolulu	1	-	1
Oklahoma Kid	1	-	1
That Certain Age	-	1	1
The Plainsman	1	-	1
Submarine Patrol	1	-	1
Beachcomber, The	1	-	1
Alexander's Ragtime Band	-	1	1
The Great Waltz	1	-	1
The Jones Family	1	-	1
Made for each Other	1	-	1
Dead End Kids in Society	-	1	1
Trader Horn	-	1	1
There Goes My Heart	-	1	1
It Happened One Night	1	-	1
There's That Woman Again	-	1	1
Devil's Island	-	1	1
Paris Honeymoon	1	-	1
Don't know, None	4	5	9
	30	30	60

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Question 9. (Skip if "No" to 7 or 8)"Does (named under 8) sound more interesting or less interesting than (named under 7)?

	Male	Female	Total
(named under 8) more interesting	8	7	15
(named under 8) less interesting	9	6	15
About same	1	2	3
Don't know	3	1	4
Question skipped because 7 or 8 not answered ------- ----	9	14	23
	30	30	60

Question 10. "Have you heard or read about any new movie you especially want to see?"

	Male	Female	Total
Gone With The Wind	2	7	9
Three Smart Girls Grow Up	2	1	3
Love Affair	-	2	2
Sergeant Madden	1	1	2
Wings of the Navy	2	-	2
Hound of the Baskervilles	2	-	2
St. Louis Blues	1	1	2
Beau Geste	1	-	1
You Can't Take it With You-	-	1	1
Twelve Crowded Hours	1	-	1
Jesse James	-	1	1
There's that Woman Again	-	1	1
The Little Princess	-	1	1
Juarez	-	1	1
Dark Victory	1	-	1
None, Don't know	17	13	30
	30	30	60

Question 11. (Skip if "No" to 7 or 10) Which do you think you would rather see, (named under 10) or (named under 7)?"

	Male	Female	Total
Prefer 10 (new movie)	6	8	14
Prefer 7 (first choice on list)	4	3	7
No opinion-	2	1	3
Question skipped because 7 or 10 not answered-----------	18	18	36
	30	30	60

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Question 12. "Are there any of these movies you would be pretty sure to stay away from?"
(For results, see separate Section on pictures)

Question 13. "On what day of the week are you most likely to go to the Movies?"

	Male	Female	Total
Sunday	7	6	13
Monday	1	1	2
Tuesday	2	1	3
Wednesday	-	2	2
Thursday	3	-	3
Friday	2	5	7
Saturday	6	7	13
Sunday & Thursday	-	1	1
Monday & Tuesday	1	1	2
Tuesday & Thursday	-	1	1
Friday & Saturday	1	1	2
Saturday & Sunday	1	-	1
None especially	6	4	10
	30	30	60

Question 14. "Is there any particular evening in a week when you are apt to stay away from the movies?"

	Number mentions:		
	Male	Female	Total
Sunday	3	1	4
Monday	6	6	12
Tuesday	4	5	9
Wednesday	7	3	10
Thursday	6	3	9
Friday	4	4	8
Saturday	6	3	9
None	14	15	29

"WHY"?	Male	Female	Total
Working certain nights	4	2	6
Go to dance	4	1	5
Schoolwork	3	-	3
Companion away from home	1	2	3
Can't go all the time	1	2	3
Playing cards	-	2	2
Busy at home	1	1	2
Theatre too crowded	-	1	1
Club meeting		1	1
Have company	-	1	1
Maid's night out	-	1	1
Other amusements	1	-	1
Don't know	-	1	1

Trenton Poll 4, 3/22/'39 -- 60 persons (30 Male, 30 Female)

Question 15. "What type of magazine story do you like best?"

	Male	Female	Total
Love & Romance	1	11	12
Mystery-detective	6	2	8
Stories in *Good Housekeeping*	-	3	3
Aviation	2	-	2
College	2	-	2
Travel	2	-	2
Articles	2	-	2
Sports	2	-	2
Gangster	-	1	1
Adventures in foreign lands	1	-	1
Fighting & racetrack	1	-	1
Any short, complete novel	-	1	1
Literary: form, not content	-	1	1
Bert Green stories (*Liberty*)	1	-	1
As in *Liberty*	-	1	1
About nurses	-	1	1
Seagoing	1	-	1
Modern, fast-moving	-	1	1
Octavus Roy Cohen in *Post*	1	-	1
About young people	-	1	1
Don't know	8	7	15
	30	30	60

Trenton Poll 4, 3/22/'39 -- 60 persons (30 Male, 30 Female)

Question 16. "Can you think of a magazine story that might be made into a movie?"

Answers:

"Mona Guya", an elephant story by Kipling	1
"The Great Horn-Spoon", a travel story by Wright	1
Swimming, as shown in Life	1
"Pete Rice" series of cowboy stories in an advent. mag.	1
"Eastward as in Eden", Cosmopolitan story, L.C.Douglas	1
"Og, Son of Fire", from Boys Life	1
"Life of Andrew Jackson", from Omnibook magazine	1
A Japanese air-raid story in Liberty	1
"Freckles", by Gene Stratton Porter, Sunday Times Mag.	1
"The Man I Married Twice", from True Romances	1
Don't know	50
	60

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Question 17. "Have you read any magazines during the last four weeks? Which ones?"

	Male	Female	Total
Life	7	5	12
Liberty	4	6	10
Colliers'	6	4	10
True Story	2	7	9
Any detective magazine	3	4	7
Satevepost	4	2	6
Cosmopolitan	1	4	5
American	3	2	5
Any movie magazine	1	4	5
Good Housekeeping	-	4	4
Readers' Digest	2	2	4
Look	3	1	4
Esquire	3	-	3
Fortune	2	1	3
Harpers'	1	2	3
Pictorial Review	1	2	3
McCall's	1	2	3
Red Book	-	2	2
Atlantic Monthly	1	1	2
Woman's Home Companion	-	2	2
National Geographic	2	-	2
Ladies' Home Journal	-	2	2
Scribners'	1	-	1
Omnibook	-	1	1
Forum	-	1	1
Vogue	-	1	1
American Home	-	1	1
Popular Mechanics	1	-	1
Catholic Boy	1	-	1
Popular Sports	1	-	1
Rotary	1	-	1
Adventure Magazine	1	-	1
Modern Mechanix	1	-	1
Travel Lore	1	-	1
True Romances	-	1	1
Pic	1	-	1
Photography	1	-	1
None	8	5	13

Trenton Poll 4, 3/22/'39 --60 persons (30 Male, 30 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	6	8	14
18-21	7	3	10
22-30	11	5	16
31-40	3	9	12
41-50	2	5	7
51-60	1	-	1
61-Up	-	-	-
	30	30	60

Set 10, ARI, 3/28/'39 --60 persons in Trenton (29 Male, 31 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many? ____ " ( )no
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many?" ____ ( )No
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night?"(If "Yes") How many?" ____ ( )No

(Mean attendance: 14.65 times per hundred days.

Question 4. "Here are the descriptions of some movies now being made. Are there any of them you would especially like to see? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 5. "If all these pictures were showing on one night, would you go to any one of them? (If "Yes") Which one?"
(For results, see separate Section on pictures)

Question 6. "Now you went to ___ show(s) during the last ___ week(s). Suppose these were all the pictures showing during the next two weeks. Would you see any of them? (If "Yes") How many? Which ones?"
(For results, see separate Section on pictures)

Question 7. "What is your main reason for choosing (named under 6)?"

Title	Star or Stars	Story or Theme	Both	Not asked
Army Surgeon	10	28	2	1
Amateur Hour	8	5	3	-
Ben Franklin	2	17	-	1
Little Mary Mixup	9	3	1	-
Queen of Gangland	2	11	-	1
Take a Letter	3	7	-	1
	34	71	6	4

Set 10, ARI, 3/28/'39 -- 6o persons in Trenton(29 Male, 31 Female)

Question 8.
"What was the best movie you saw during the last few months?"

Title	Male	Female	Total
You Can't Take it With You	5	6	11
Gunga Din	2	3	5
Jesse James	3	1	4
Sergeant Madden	2	1	3
Stagecoach	2	1	3
Oklahoma Kid	3	-	3
Love Affair	1	2	3
Angels With Dirty Faces	2	-	2
Huckleberry Finn	1	1	2
Boys' Town	1	1	2
The Great Waltz	-	2	2
Sweethearts	-	2	2
Kentucky	1	-	1
St. Louis Blues	1	-	1
Men With Wings	1	-	1
They Made Me a Criminal	1	-	1
The Citadel	1	-	1
Let Freedom Ring	1	-	1
Midshipmen	1	-	1
Ice Follies of 1939	-	1	1
Cafe Society	-	1	1
Alexander's Ragtime Band	-	1	1
Yes, My Darling Daughter	-	1	1
There's That Woman Again	-	1	1
Heart of the North	-	1	1
Marie Antoinette	-	1	1
The Sisters	~~1~~	1	1
Don't know	-	3	3
	29	31	60

Question 9. (Skip if "none" to 5 or 8) "Do you think (named under 8) is more interesting or less interesting than (named under 5)?"

	Male	Female	Total
(named under 8) more interest.	11	12	23
(Named under 8) less "	11	6	17
About same	1	-	1
Don't know	5	7	12
Question skipped because 5 or 8 not answered-------	1	6	7
	29	31	60

Set 10, ARI, 3/28/'39 -- 60 persons in Trenton (29 Male, 31 Female)

Sample Obtained:

Age Group	Male	Female	Total
12-17	5	6	11
18-21	9	8	17
22-30	8	7	15
31-40	4	4	8
41-50	1	3	4
51-60	2	2	4
61-Up	-	1	1
	29	31	60

Set 11, ARI, 3/30/'39 --60 persons in Trenton (28 Male, 32 Female)

Question 1. "What type of movie do you like best?"

	Male	Female	Total
Musicals or Musical comedies	4	4	8
Love and Romance	2	5	7
Comedies	4	2	6
Historical	3	3	6
Adventure and action	2	3	5
Drama	-	3	3
Mystery-detective	2	-	2
Gangster	1	1	2
Like "Gunga Din"	2	-	2
Moral ("Good clean shows")	-	2	2
Westerns	1	-	1
Outdoor	1	-	1
Medieval	1	-	1
Like the Hardy series	1	-	1
Fighting	1	-	1
Realistic	1	-	1
College dancing	-	1	1
Shirley Temple	-	1	1
With a story	-	1	1
Jane Withers	-	1	1
With good acting	-	1	1
I go by stars	-	1	1
Like "Going Places" or "M. Antoniette"	-	1	1
All kinds	2	2	4
	28	32	60

Question 2. "Did ypu go to any movies during the week ending last Saturday night? (If "Yes") How many?" ( )No

3. (If "No to 2) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many?" ( )No

4. (If "No" to 3)"Did you go to any movies during the four weeks ending last Saturday night?" (If "Yes") How many?" ( )No

Mean attendance: 14.25 times per hundred days.

Question 5. "Here are the descriptions of some movies now being made. Please look at every one and then tell me if there are any of them you would especially like to see. (If any) Which?"

(For results, see separate Section on pictures)

Question 6. "Now you went to ____ show(s) during the last ____ week(s). Suppose these movies were showing during the next two weeks. Would you see any of them?" (If "Yes") Which?"

(For results, see separate Section on pictures)

Question 7.

Set 11, ARI, 3/30/'39 --60 persons in Trenton (28 Male, 32 Female)

Question 7. "What was your main reason for choosing (named under 6)?"

Title	Star or Stars	Story, Theme	Both Story & Stars
City Doctor	4	11	7
Wright Brothers	6	13	2
The French, They Are a Funny Race	1	4	1
Younger Sister	7	7	1
Big Timber	3	8	-
Front Page Girl	3	7	2
	24	50	13

Question 8. "Iff all these pictures were showing on one night, would you go to any one of them?" (If "Yes") Which one?"
(For results, see separate Section on pictures)

Question 9. "What was the best movie you saw during the last few months?"

Title	Male	Female	Total
You Can't Take It With You	7	2	9
Gunga Din	5	-	5
Boys' Town	1	2	3
Made For Each Other	-	3	3
Heart of the North	1	1	2
Kentucky	1	1	2
Dawn Patrol	1	1	2
Sweethearts	-	2	2
Stagecoach	-	2	2
I Am a Convict	1	-	1
Submarine Patrol	1	-	1
Oklahoma Kid	1	-	1
Angels With Dirty Faces	1	-	1
Jesse James	1	-	1
Beachcomber	1	-	1
San Francisco	1	-	1
Girls' Dormitory	-	1	1
The Great Waltz	-	1	1
Marie Antoniette	-	1	1
Duke of West Point	-	1	1
Wings of the Navy	-	1	1
Tailspin	-	1	1
Suez	-	1	1
Valley of the Giants	-	1	1
Jezebel	-	1	1
Kay Francis in (?)	-	1	1
Spawn of the North	-	1	1
Don't know	5	7	12
	28	32	60

Set 11, ARI, 3/30/'39 --60 persons in Trenton (28 Male, 32 Female)

Question 10. (Skip if "None" to 8 or 9) "Do you think (named under 9) is more interesting or less interesting than (named under 8)?"

	Male	Female	Total
9 (best movie seen) more interesting	7	11	18
9 less interesting	8	5	13
9 and 8 about equally interesting	2	2	4
Don't know	4	5	9
--Skipped question because "None" to 8 or 9-----------	7	9	16
	28	32	60

Sample obtained:

Age Group	Male	Female	Total
12-17	8	8	16
18-21	3	7	10
22030	10	7	17
31-40	3	3	6
41-50	2	5	7
51-60	1	1	2
61-Up	1	1	2
	28	32	60

Set 12, ARI, 4/4/'39 --51 cases in Trenton (24 Male, 27 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night?" (If "Yes") How many?"

Mean attendance: 16.35 times per hundred days.

Question 4. "No matter what else it is about, do you enjoy a movie more if it is entirely serious or if it has some comedy?"

	Male	Female	Total
Entirely serious	4	4	8
Some comedy	19	20	39
No opinion	1	3	4
	24	27	51

Question 5. "Which do you prefer:
"Comedies that are funny because of the conversation?"
"Comedies that are funny because of what happens?"
"Comedies that are funny because of the types of people in them?"

	Male	Female	Total
Because of conversation	6	8	14
Because of what happens	9	8	17
Because of types of people	6	10	16
No opinion	3	1	4
	24	27	51

Question 6. "Who do you think is the funniest movie star?"

	Male	Female	Total
Hugh Herbert	3	1	4
Ritz Brothers	4	-	4
Marx Brothers	1	2	3
Bob Hope	2	1	3
W. C. Fields	2	-	2
Charlie Chaplin	2	-	2
Mickey Rooney	1	1	2
Henry Armetta	1	1	2
ZaSu Pitts	-	2	2
Cary Grant	1	-	1
Robert Montgomery	1	-	1
Laurel & Hardy	1	-	1
Melvyn Douglas	1	-	1

Set 12, 4/4/'39 -- 51 cases in Trenton (24 Male, 27 Female)

Question 6. "Who do you think is the funniest movie star?" (continued)

	Male	Female	Total
Joan Davis	-	1	1
Mary Boland	-	1	1
Martha Raye	-	1	1
Lionel Barrymore	-	1	1
Warner Baxter	-	1	1
Carole Lombard	-	1	1
Charlie McCarthy	-	1	1
Robert Benchley	-	1	1
Patsy Kelly	-	1	1
Don't know & Can't recall	4	10	14
	24	27	51

Question 7. "What was the funnies movie you remember seeing?"

	Male	Female	Total
You can't Take it With You	2	3	5
A Day at the Races (Marx Bros)	1	1	2
Three Musketeers (Ritz Brothers)	-	2	2
(A Joe E. Brown movie)	1	-	1
Pygmalion	1	-	1
Gunga Din	1	-	1
A Night at the Opera (Marx Bros)	1	-	1
Good News of 1938	1	-	1
(A Chaplin movie)	1	-	1
Give Me a Sailor	1	-	1
Three-Cornered Moon (Tom Brown)	1	-	1
Babes in Toyland	1	-	1
Straight, Place, and Show (Ritz)	1	-	1
(A Mickey Rooney movie)	1	-	1
Way Out West (Laurel& Hardy)	1	-	1
Fast & Loose	-	1	1
Three Loves Has Nancy	-	1	1
Huckleberry Finn	-	1	1
(An Eddie Cantor movie)	-	1	1
Topper	-	1	1
Don't know & Can't recall	9	16	25
	24	27	51

Question 8. "Do you prefer movies that are about someting new to you, or about familiar things?"

	Male	Female	Total
New	15	12	27
Familiar	8	9	17
No preference	1	4	5
No opinion	-	2	2
	24	27	51

These pictures are all phonies, and were developed as a possible method of getting at types. All six are adventure stories, but two modern American, two historical, two in foreign settings. Might be a fruitful line of inquiry, results inconclusive.

Set 12, ARI, 4/4/'39 --51 cases in Trenton (24 Male, 27 Female)

Question 9. "Which one of these would you like to see most?"

	Male	Female	Total
Under Construction	3	4	7
Gold Strike	3	6	9
Circuit Rider	1	2	3
Danger is My Business	7	7	14
The Sun Never Sets	6	6	12
Iron Highway	4	-	4
Don't know & No choice	-	2	2

"WHY?"

Under Construction

	Male	Female	Total
Struggles of a young man	2	1	3
Social consciousness (vs. graft)	-	2	2
(I'm an engineer)	1	-	1
Don't know why	-	1	1
	3	4	7

Gold Strike

	Male	Female	Total
Sounds better than the rest	-	2	2
About young fellows	-	1	1
New gold fields	-	1	1
Young fellows in the wilderness	1	-	1
Just something I like	-	1	1
Don't know why	2	1	3
	3	6	9

Circuit Rider

	Male	Female	Total
Peace	1	1	2
Spencer Tracy's sort of part	-	1	1
	1	2	3

Danger is My Business

	Male	Female	Total
Interest in newsreel or newspapers	4	2	6
Something out-of-the-ordinary	1	2	3
Action and adventure	2	1	3
Saw a picture like it once	-	1	1
Just sounds best	-	1	1
	7	7	14

The Sun Never Sets

	Male	Female	Total
Interesting setting	2	3	5
Like a picture seen previously	2	1	3
Interest in the English	1	1	2
Better title	-	1	1
Seems more interesting	1	-	1
	6	6	12

Iron Highway

	Male	Female	Total
History	4	-	4

Set 12, ARI, 4/4/'39 --51 persons in Trenton (24 Male, 27 Female)

Question 10. "Which of these would you care least about?"

	Male	Female	Total
Under Construction	7	8	15
Gold Strike	2	2	4
Circuit Rider	6	4	10
Danger is My Business	4	1	5
The Sun Never Sets	3	4	7
Iron Highway	2	5	7
Don't know, No chpice	-	3	3

"WHY?"

Under Construction

Dislike of type of movie	2	2	4
Overworked story	2	2	4
Just not interested	1	2	3
No interest in engineering	1	1	2
Improbable	-	1	1
The others seem better	1	-	1
	7	8	15

Gold Strike

Too remote from reality	1	1	2
Overworked story	1	-	1
Don't know -	-	1	1
	2	2	4

The Circuit Rider

Improbable or incongruous	2	2	4
Dull	2	-	2
Overworked story	1	-	1
Not a topic for a movie	1	-	1
Title	-	1	1
Just wouldn't like it	-	1	1
	6	4	10

Danger is My Business

Overworked story	2	-	2
Not really dangerous	1	-	1
Not interested in story	1	-	1
(not asked) -	-	1	1
	4	1	5

The Sun Never Sets

Dislike for military pictures	3	3	6
Too remote in theme	-	1	1
	3	4	7

Iron Highway

Overworked story	1	1	2
Dislike for fighting	-	2	2
Not interested	-	2	2
You can read that in school	1	-	1
	2	5	7

Set 12, ARI, 4/4/'39 --51 persons in Trenton (24 Male, 27 Female)

Question 11. "Which one of these would you like to see most?"

	Male	Female	Total
Modern comedy	6	8	14
Musical comedy	3	11	14
Forest Ranger	6	3	9
Couple in the wilderness	3	5	8
Doctor	5	-	5
Don't know, No choice	1	-	1
	24	27	51

"Why?"

Modern comedy

	Male	Female	Total
Learn lesson from it	3	1	4
Amusing	1	2	3
Interest in mother-in-law problem	-	2	2
Modern	-	1	1
Young couple	-	1	1
More interesting	1	-	1
Don't know	1	-	1
(not asked)	-	1	1
	6	8	14

Musical comedy

	Male	Female	Total
Personal or vicarious experience	1	5	6
Musical comedy	-	3	3
Amusing	2	1	3
Interest in conflict	-	2	2
	3	11	14

Forest ranger

	Male	Female	Total
Adventure in wilds	4	2	6
Element of personal struggle	1	1	2
Personal or vicarious experience	1	-	1
	6	3	9

Couple in wilderness

	Male	Female	Total
Element of personal struggle	1	2	3
Historical	1	1	2
Wilderness	-	1	1
More interesting than the rest	1	-	1
Just sounds interesting	-	1	1
	3	5	8

Doctor

	Male	Female	Total
Element of personal struggle	2	-	2
Moralistic remark	1	-	1
Amusing	1	-	1
Interested in medicine	1	-	1
	5	0	5

Set 12, ARI, 4/4/'39 --51 persons in Trenton (24 Male, 27 Female)

Question 12. "Which one of these would you care least about?"

	Male	Female	Total
Modern comedy	3	4	7
Musical comedy	2	4	6
Forest ranger	6	2	8
Couple in wilderness	3	6	9
Doctor	8	10	18
Don't know, No choice	2	1	3
	24	27	51

"Why?"

Modern comedy

	Male	Female	Total
Moralistic remark	2	2	4
Overdone story or theme	1	1	2
Don't know	-	1	1
	3	4	7

Musical comedy

	Male	Female	Total
Don't care for musi. comedy	2	1	3
Overdone or foolish	-	3	3
	2	4	6

Forest ranger

	Male	Female	Total
Moralistic remark	2	1	3
Thin story form movie	2	-	2
Dull, not interesting	1	1	2
Don't know	1	-	1
	6	2	8

Couple in wilderness

	Male	Female	Total
Too far back	3	4	7
Wouldn't care for wilderness	-	1	1
Pointless story	-	1	1
	3	6	9

Doctor

	Male	Female	Total
Dislike of theme	6	2	8
Improbable or pointless	-	4	4
Moralistic remark	2	1	3
Not interesting	-	2	2
(not asked)	-	1	1
	8	10	18

Set 12, ARI, 4/4/'39 --51 persons in Trenton (24 Male, 27 Female)

	Sample obtained:		
Age Group	Male	Female	Total
12-17	7	8	15
18-21	6	5	11
22-30	6	5	11
31-40	3	6	9
41-50	1	-	1
51-60	1	2	3
61-Up	-	1	1
	24	27	51

From here on, prediction polls make sense, although many of the next twelve or fifteen had some special purpose as to technique. Results in other notebook.

Set 13, ARI, 4/11/'39 -- 100 persons in Flemington (49 Male, 51 Female)

Question 1. "On the average, how often do you go to the movies?"
Mean attendance estimate: 18.6 times per hundred days.

Question 2. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many?"
3. (If "No" to 2)"Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many?"
4. (If "No" to 3)"Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many?"

Mean attendance: 15.7 times per hundred days.

Question 5. "Here is a list of movies that haven't come out yet. Please look at every one. Have you heard or read about any of them?"
(If "Yes", get source of information on each movie in addition to other questions)

Heard about these:	Male	Female	Total
Union Pacific	16	15	31
Dark Victory	7	23	30
Rose of Washington Square	4	5	9
Zenobia	-	3	3
Bridal Suite	1	1	2
Lucky Night	1	1	2
One Hundred to One (Tell No Tales)	1	-	1
	30	48	78

Source of information:

Publicity in movie magazines	1	20	21
Advertisements in magazines	4	9	13
Reviews in magazines other than movie	3	8	11
Newspaper publicity	6	1	7
Newspaper advertisements	4	1	5
Radio play	3	2	5
Word-of-mouth	3	-	3
Magazine publicity(other than movie)	2	1	3
Theatre poster in New York	1	-	1
Don't know source	3	4	7
(not asked source)	-	2	2
	30	48	78

Question 6. "Now you went to ____show(s) during the last ____week(s). Suppose that all these movies were showing here during the next two weeks. Would you see any of them? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 7. "What attracted you to choose (named under 6)?"

(See next page)

Set 13, ARI, 4/11/'39 --100 persons in Flemington (49 Male, 51 Female)

Question 7. "What attracted you to choose (named under 6)?"

	Male	Female	Total
Rose of Washington Square			
Music	4	7	11
Music and player(s)	1	2	3
Music, and the slums	1	-	1
Music, players, slums	-	1	1
The cast	2	3	5
Player(s) and slums	-	1	1
Player(s) and plot	1	1	2
Tyrone Power	1	7	8
Power and Faye	1	1	2
Alice Faye	-	2	2
Al Jolson	1	-	1
Plot	-	1	1
Slums	-	1	1
(not asked)	2	-	2
	14	27	41
Dark Victory			
Players	5	3	8
Bogart & Brent	2	-	2
Davis & Bogart	1	1	2
Bette Davis	3	6	9
Plot and player(s)	2	3	5
Plot	2	5	7
Hearsay, reading, radio	-	6	6
Title	1	-	1
Love interest	-	1	1
Doctors	-	1	1
	16	26	42
One Hundred to One			
Interest in newspapers	4	-	4
Story	3	1	4
Comedy-mystery	4	-	4
Kidnapping mystery	1	1	2
Sort of a comedy	1	-	1
Melvyn Douglas	-	2	2
Like "There's that Woman Again"	1	-	1
(not asked)	3	-	3
	17	4	21
Zenobia			
Good actors	1	-	1
The elephant	1	-	1
Comedy	1	-	1
Romance	-	1	1
(not asked)	2	-	2
	6	1	6

Set 13, ARI, 4/11/'39 --100 persons in Flemington (49 Male, 51 Female)

Question 7. (continued) "What attracted you to choose (named under 6)?"

	Male	Female	Total
Bridal Suite			
The cast	-	3	3
Robert Young	-	2	2
Annabella	-	1	1
The plot; and actors	1	-	1
Comedy	-	3	3
(not asked)	2	-	2
	3	9	12
Lucky Night			
The cast	5	5	10
Myrna Loy	1	2	3
Robert Taylor	-	2	2
Cast and plot	1	-	1
The comedy	1	-	1
Comedy-romance	1	-	1
Rich girl and playboy	1	-	1
Rich girl goes out	-	1	1
How they win that jackpot	1	-	1
(not asked)	2	-	2
	13	10	23
Union Pacific			
Cast	2	2	4
Barbara Stanwyck	-	1	1
DeMille production; Barbara Stanwyck	-	1	1
Joel McCrea	-	1	1
The West; Joeal McCrea	1	-	1
Thex railroading; Joel McCrea	1	-	1
A DeMille production	1	-	1
About the railroads	5	-	5
Historical; and settlement	10	4	14
Adventure and action	5	1	6
"Those kind of pictures"	1	1	2
Heard or read about it	3	2	5
Story	-	2	2
(not asked)	2	-	2
	31	15	46

Set 13, ARI, 4/11/'39 --100 persons in Farmington (49 Male, 51 Female)

Question 8. "Are there any of thers that there is a 50-50 chance of your seeing? (If "Yes") Which?"

	Male	Female	Total
Union Pacific	6	8	14
Dark Victory	3	3	6
Rose of Washington Square	6	8	14
Lucky Night	2	7	9
One Hundred to One	10	3	13
Bridal Suite	7	3	10
Zenobia	2	3	5
	36	35	71

Questions 6 and 8 combined:

	Male	Female	Total
Union Pacific	37	23	60 (1)
Rose of Washington Square	20	35	55 (2)
Dark Victory	19	29	48 (3)
One Hundred to One	27	7	34 (4)
Lucky Night	15	17	32 (5)
Bridal Suite	10	12	22 (6)
Zenobia	7	4	11 (7)
	135	127	262

Question 9. "Are there any of these pictures that you dislike enough that you wouldn't go to see it even if it was the only picture showing on a night you wanted to go to a movie? (If "Yes") Which?"
(See separate Section on pictures for results)

Question 10. "If all these pictures were showing ~~on~~ one night only, would you go to any one of them? (If "Yes") Which one?"
(For results, see separate Section on pictures)

Question 11. ". . . Please tell me the names of any you have seen."

	Movies seen			
Title	Male	Female	Total	Boxoffice Digest rating (June 7, 1939)
Jesse James	37	30	67 (1)	182 (1)
Honolulu	27	27	54 (2)	105 (5)
Stand Up and Fight	33	18	51 (3)	123 (3)
Idiot's Delight	26	23	49 (4)	136 (2)
They Made Me a Criminal	31	16	47 (5)	92 (6)
Made For Each Other	18	25	43 (6)	115 (4)
Devil's Island	24	13	37 (7)	78 (11)
Burn 'Em Up O'Connor*	25	7	32 (8)	65 (13)
St. Louis Blues	19	12	31 (9)	87 (7)
Four Girls in White	19	12	31 (9)	84 (8)
King of the Underworld	16	5	21 (11)	81 (9)
Charlie Chan in Honolulu	13	4	17 (12)	76 (12)
The Lady Vanishes**	12	4	16 (13)	80 (10)

*Burn 'Em Up O'Connor doubled with J. Withers in Arizona Wildcat (B. O. Dig. 80%) for two-day run.

**The Lady Vanishes was billed alone, and only for one day.

Set 13, ARI, 4/11/'39 --100 persons in Flemington (49 Male, 51 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	11	14	25
18-21	9	7	16
22-30	14	14	28
31-40	10	5	15
41-50	2	7	9
51-60	-	2	2
61-Up	3	2	5
	49	51	100

Set 14, ARI, 4/18/'39 --60 persons in Trenton (29 Male, 31 Female)

Question 1. "Can you name a type of movie which you used to like, but which you've gotten tired of seeing?"

	Male	Female	Total
Cowboy	4	2	6
Musicals and musical comedies	3	1	4
Gangster	1	2	3
Comedies	1	1	2
Murder	2	-	2
Dancing	1	-	1
Sob stuff ("The crying kind")	-	1	1
"Out West with The Hardys" type	-	1	1
Wallace Beery when in shooting pictures	-	1	1
Gold-digger sort	-	1	1
None or Don't remember	17	21	38
	29	31	60

Question 2. "About how often do you usually go to the movies?"
Average estimate: 18.9 times per hundred days.

Question 3. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
4. (If "No" to 3) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
5. (If "No" to 4) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
Average attendance: 15.5 times per hundred days.

Question 6. "Here are the descriptions of four movies that haven't come out yet. Please look them over. . ."

Question 7. "Now you went to ____ show(s) during the last week. Suppose these movies
2 were showing here next week. Would you go to see any of them?" (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 8. "If all these movies were showing on the same night, would you go to see any of them? (If "Yes") Which one?"
(For results, see separate Section on pictures)

Question 9. "Are there any of them you would stay away from?"
(For results, see separate Section on pictures)

Question 10. "Have you heard or read about any of these movies?"
(This question used to cull out any ballots from informed persons; hence not tabulated)

Set 14, ARI, 4/18/39 --60 persons in Trenton (29 Male, 31 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	6	6	12
18-21	4	7	11
22-30	10	8	18
31-40	5	3	8
41-50	2	5	7
51-60	2	1	3
61-Up	-	1	1
	29	31	60

Set 15, ARI, 4/21/'39 --60 persons in Trenton (29 Male, 31 Female)

Question 1. "Can you think of a type of movie which you used to like, but which you've gotten tired of seeing?"

	Male	Female	Total
Musicals, musical comedies	3	5	8
Cowboy (Western)	6	2	8
Gangster	3	2	5
Love	2	1	3
Silly (slapstick) comedies	1	2	3
Navy pictures	1	-	1
Jane Withers pictures	1	-	1
Sex triangle	-	1	1
Like "Spirit of Culver"	-	1	1
Something too serious	-	1	1
No, DK, All, None	12	16	28
	29	31	60

Question 2. "About how often do you usually go to the movies?"
Average estimate: 24.3 times per hundred days.

Question 3. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
4. (If "No" to 3) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
5. (If "No" to 4) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
Average attendance: 20.7 times per hundred days.

Question 6. "Here are the descriptions of five movies that haven't come out yet. Please look them over. . ."

Question 7. "Now, are there any of them you would stay away from?"
(For results, see separate Section on pictures)

Question 8. "Now you went to ____ shows during last week. Suppose these movies were showing here next week. Would you go to see any of them? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 9. "If all these movies were showing on the same night, would you go to see any of them? (If "Yes") Which one?"
(For results, see separate Section on pictures)

Question 10. "Have you heard or read about any of these movies?"
(This question used to cull out any ballots from informed persons; hence not tabulated)

Set 15, ARI, 4/21/'39 --60 persons in Trenton (29 Male, 31 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	6	8	14
18-21	6	6	12
22-30	7	7	14
31-40	5	5	10
41-50	3	3	6
51-60	1	1	2
61-Up	1	1	2
	29	31	60

Set 16, ARI, 4/27/'39 -- 60 persons in New Brunswick (29 Male, 31 Female)

Question 1. "About how often do you usually go to the movies?"
Average estimate: 16.8 times per hundred days.

Question 2. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
4. (If "No" to 3) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
Average attendance: 14.1 times per hundred days.

Question 5. "Here are the descriptions of five movies that haven't come out yet. please look them over. . ."

Question 6. "Now, are there any of them you would stay away from?"
(For results, see separate Section on pictures)

Question 7. "Now you went to ____ show(s) during last week. Suppose these movies were showing here next week. Would you go to any of them? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 8. If all these movies were showing on the same night, would you go to see any of them? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 9. "Now here is a different list of five movies that haven't come out yet. Please look these over. . ."

Question 10. "Are there any of them you would stay away from?"
(For results, see separate Section on pictures)

Question 11. "Suppose these movies were showing here next week. Would you go to see any of them? (If "Yes") Which?"
(For results, see separate Section on pictures)

Question 12. "If all these pictures were showing on the same night, would you go to see any of them? (If "Yes") Which one?"
(For results, see separate Section on pictures)

Sample obtained:

Age Group	Male	Female	Total
12-17	6	6	12
18-21	7	7	14
22-30	6	8	14
31-40	5	5	10
41-50	3	4	7
51-60	2	-	2
61-Up	-	1	1
	29	31	60

Set 17, ARI, 5/4/'39 --60 persons in New Brunswick (30 Male, 30 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1)"Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night?" (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 15.02 times per hundred days.

Question 4. "Here is a list of movies that haven't come out yet. Please look them over. . ."

Question 5. "Now, are there any of these pictures that you would stay away from even if there were no other pictures showing on a night when you felt like going to a movie?" (Question totally incomprehensible; after 10 trials, the old form was adopted: "Are there any of them you would stay away from?")
For results, see separate Section on pictures)

Questiinn 6. "Suppose these pictures were showing here next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 7. "(Ask if 2 or more chosen in 6) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 8. "What was the last movie you saw?"

	Male	Female	Total
Dark Victory	3	7	10
The Little Princess	3	1	4
Bulldog Drummond	2	2	4
Dodge City	2	1	3
Love Affair	1	2	3
Midnight	2	1	3
Yes, My Darling Daughter	2	1	3
Blackwell's Island	1	1	2
Oklahoma Kid	1	1	2
Huckleberry Finn	-	2	2
Gunga Din	1	-	1
Three Smart Girls Grow Up	1	-	1
Alexander Graham Bell	1	-	1
St. Louis Blues	1	-	1
Society Lawyer	1	-	1
Jesse James	1	-	1
Honolulu	-	1	1
The Lady's From Kentucky	-	1	1
Let Freedom Ring	-	1	1
Story of Vernon and Irene Castle	-	1	1
Ice Follies of 1939	-	1	1
Don't remember title	7	6	13
	30	30	60

Set 17, ARI, 5/4/'39 --60 persons in New Brunswick (30 Male, 30 Female)

Question 9. "Did you go alone or with someone?"

Alone	18
With one or more of same sex	18
With date	11
With wife	4
With husband	4
With mother or aunt	2
With child or children	2
With father	1
	60

Question 10. "Did you have that particular movie in mind when you left your house?"

Male	Yes	21	No	9	Another movie	-	Total	30
Female	Yes	21	No	8	Another movie	1	Total	30
		42		17		1		60

Question 11. "How did you happen to decide on that particular movie?"

	Male	Female	Total
Actors or players	3	12	15
Hearsay (word-of-mouth)	6	2	8
Story element, theme	3	3	6
Companion wanted to see it	2	4	6
Just the best choice among the shows	4	2	6
Extraneous reason (vaudeville, etc.)	4	1	5
Publicity (newspapers, magazine, radio)	3	1	4
Nothing else to do	1	3	4
Critic's reviews	1	2	3
Theatre marquee	2	-	2
Title	1	-	1
	30	30	60

Question 12. "Whose idea was it to go to a movie at that time?"

Married respondents 17

7 Males

- 2 Went alone

- 4 Went with wife
  - 1 suggested going
  - 2 wife suggested
  - 1 both suggested

- 1 went with daughters
  - 1 daughters suggested

10 Females

- 3 Went alone

- 4 went with husband
  - 3 suggested going
  - 1 always go at that time

- 3 went with other than husband
  - 2 companion suggested
  - 1 both suggested

(OVER)

Set 17, ARI, 5/4/'39 -- 60 persons in New Brunswick (30 Male, 30 Female)

Question 12. (continued) "Whose idea was it to go to a movie at that time?"

Dates 11

4 males	7 Females
1 suggested going	
1 date suggested	2 date suggested
2 always go at that time	4 both suggested
	1 everyone in party suggested

Single persons without dates 32

19 males	13 females
8 went alone	5 went alone
11 were accompanied	8 were accompanied
2 suggested going	4 suggested going
6 companion(s) suggested	1 companion suggested
2 both suggested	2 both or all suggested
1 third person suggested	1 don't remember

Question 13. (If accompanied) "Whose idea was it to go to that particular movie?"

Married respondents 17

7 males	10 females
2 went alone	3 went alone
4 went with wife	4 went with husband
2 wife chose	4 self chose
1 self chose	
1 both chose	
1 went with daughters	3 went with friend or son
1 daughters chose	2 companion chose
	1 both chose

Dates 11

4 males	7 females
1 self chose	
2 date chose	2 date chose
1 both chose	5 both chose

Single persons without dates 32

19 males	13 females
8 went alone	5 went alone
11 went with companion(s)	8 went with companion(s)
3 self chose	4 self chose
2 companion chose	1 companion chose
5 both chose	3 both chose
1 third person suggested	

Set 17, ARI, 5/4/'39 --60 persons in New Brunswick (30 Male, 30 Female)

Question 14. (If accompained) "Was there another movie you would have preferred to see?"

Married respondents

5 men were accompanied	7 women were accompanied
1 Yes, there was	- Yes
4 No, there wasn't	7 No, there wasn't

Dates

4 males	7 females
- Yes	1 Yes
4 No	6 No

Single persons without dates

11 males were accompanied	8 females were accompanied
1 Yes	2 Yes
8 No	6 No
2 Don't know	

Question 15. (If accompanied) "Was there another movie your companion(s) would have preferred to see?"

Married respondents

5 men were accompanied	7 women were accompanied
5 No	6 No
	1 Don't know

Dates

4 males	7 females
3 No	6 No
1 Don't know	1 Don't know

Single persons without dates

11 went with companion(s)	8 went with companion(s)
- Yes	1 Yes
10 No	7 No
1 Don't know	

Question 16. (If married) Have there been any movies during the last month that you missed because your (wife, husband) couldn't or wouldn't go?"

Married respondents 17

7 men	10 women
1 Yes	3 Yes
6 No	6 No
	1 Don't know

Set 17, ARI, 5/4/'39 -- 60 persons in New Brunswick (30 Male, 30 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	7	7	14
18-21	6	5	11
22-30	7	8	15
31-40	6	5	11
41-50	2	3	5
51-60	1	1	2
61-Up	1	1	2
	30	30	60

Set 18, ARI, 5/10/'39 --60 persons in Trenton (29 Male, 31 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)

Mean attendance; 16.23 times per hundred days.

Question 4. "Here are the stories of some movies being planned in Hollywood. Please look them over. . ."

Question 5. "Now, are there any of them you would stay away from?"
For results, see separate Section on pictures.

Question 6. "Are there any of these pictures you would especially want to see? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 7. (Ask if 2 or more chosen in 6) "Which would you want to see most?"
For results, see separate Section on pictures.

Question 8. "What was the last movie you saw?"

	Male	Female	Total
Wuthering Heights	5	9	14
Honolulu	2	3	5
Confessions of a Nazi Spy	3	2	5
The Hardys Ride High	1	3	4
The Story of Vernon & Irene Castle	1	1	2
The Little Princess	1	1	2
You Can't Take It With You	1	1	2
(a detective picture)	1	-	1
Mystery Plane	1	-	1
Stagecoach	1	-	1
Son of Frankenstein	1	-	1
Return of the Cisco Kid	4	1	5
Tailspin	1	-	1
The Last Mile	1	-	1
Alexander Graham Bell	1	-	1
Four Girls in White	1	-	1
The Lady's From Kentucky	1	-	1
(a Jack Holt picture)	1	-	1
East Side of Heaven	-	1	1
Society Lawyer	-	1	1
Going Places	-	1	1
Lucky Night	-	1	1
Pygmalion	-	1	1
They Made Me a Spy	-	1	1
(a war picture)	-	1	1
Dark Victory	-	1	1
Don't remember title	1	2	3
	29	31	60

Set 18, ARI, 5/10/'39 -- 60 cases in Trenton (29 Male, 31 Female)

Question 9. "Did you go alone or with someone?"

Alone	13
With date	15
" one or more of same sex	13
" husband	6
" wife	5
" child or children	5
" mother or aunt	2
" brother (in case of girl)	1
	60

Question 10. (If accompanied) "Whose idea was it to go to a movie at that time?"

Married respondents 22

9 Males	13 Females
1 went alone	2 went alone
5 went with wife 4 wife suggested 1 both suggested	6 went with husband 3 self suggested 2 husband suggested 1 both suggested
2 went with kid(s) 1 self suggested 1 kids suggested	3 went with daughter 1 self suggested 2 daughter suggested
1 went with another man 1 both suggested	2 went with woman 1 both suggested 1 companion suggested

Dates 15

6 Males	9 Females
4 self suggested	2 self suggested
2 date "	2 date "
	3 both "
	2 always go then

Single persons without dates 23

14 Males	9 Females
8 went alone	2 went alone
6 were accompanied 2 self suggested 3 companion " 1 always go then	7 were accompanied 3 self suggested 1 companion " 2 both " 1 don't recall

Set 18, ARI, 5/10/'39 --60 cases in Trenton (29 Male, 31 Female)

Question 11. (If accompanied) "Whose idea was it to to that particular movie?"

Married persons 22

9 Males	13 Females
1 went alone	2 went alone
5 went with wife	6 went with husband
1 self chose	4 self chose
1 wife chose	1 husband chose
3 both chose	1 both chose
2 went with kid(s)	3 went with daughter
1 kids chose	1 self chose
1 self chose	2 daughter chose
1 went with another man	2 went with another woman
1 both chose	2 companion chose

Dates 15

6 Males	9 Females
2 self chose	4 self chose
4 date chose	1 date chose
	3 both chose
	1 third person chose

Single persons without dates 23

14 Males	9 Females
8 went alone	2 went alone
6 were accompanied	7 were accompanied
4 self chose	1 self chose
1 companion chose	1 companion chose
1 both chose	5 both chose

Question 12. (Ask unless companion chose) What was the reason for choosing that particular movie?"

	Male	Female	Total
Hearsay (word-of-mouth)	4	6	10 + 8
Particular actor(s)	3	4	7 + 15 = 22
Theme	3	1	4 + 6 = 10 + 8
Cheaper	3	-	3
Read the book	-	2	2
Saw all the others previously	-	2	2
Had seen the first in series	1	-	1
Authorship	1	-	1
Background and characters	1	-	1
Plot	1	-	1
To kill time	1	-	1
Went for daughter's sake	1	-	1
Only show on at time	-	1	1
Just closer than other theatres	-	1	1
Comedy	-	1	1
Habit	-	1	1
Title	-	1	1
Reading in magazine	-	1	1
(not asked)	2	1	3
Don't know	1	1	2
	22	23	45

Question 13. "During the last month, did anyone tell you they had been disappointed in a picture which you were thinking of seeing?"

Male:	12 Yes	16 No	1 Don't recall	29 Total
Female:	12 Yes	15 No	4 Don't recall	31 Total
	24	31	5	60

Question 14. (If "Yes") "Did you see it anyway, or did you stay away from it?"

	Male	Female	Total
Missed purposely	5	3	8
Missed, other reasons	-	2	2
Will see later on	-	1	1
Went anyway	7	6	13

Question 15. "During the last month, did you hear anyone praising a movie which you hadn't thought of seeing?"

Male:	21 Yes	5 No	3 Don't recall	29 Total
Female:	19 Yes	11 No	1 Don't recall	31 Total
	40	16	4	60

Question 16. (If "Yes") "Did you go to it, or did you miss it?"

	Male	Female	Total
Missed purposely	3	4	7
Missed, other reasons	7	6	13
Will see later on	2	3	5
Saw	9	6	15

Set 18, ARI, 5/10/'39 --60 persons in Trenton (29 Male, 31 Female)

Sample obtained:

Age Group	Male	Female	Total
12-17	6	5	11
18-21	6	8	14
22-30	7	7	14
31-40	6	6	12
41-50	2	3	5
51-60	2	1	3
61-Up	-	1	1
	29	31	60

Sets 17 & 18 combined -- 120 persons in New Brunswick & Trenton, May, 1939

(If accompanied)
Question: "Whose idea was it to go to a movie at that time?"

Married persons 39

16 Men

- 3 went alone
- 9 with wife
  - 1 self suggested
  - 6 wife suggested
  - 2 both suggested
- 3 with kid(s)
  - 1 self suggested
  - 2 kid(s) suggested
- 1 with another man
  - 1 both suggested

23 Women

- 5 went alone
- 10 with husband
  - 6 self suggested
  - 2 husband suggested
  - 1 both suggested
  - 1 always go then
- 4 with son or daughter
  - 1 self suggested
  - 3 son or daughter sugested
- 4 with another woman
  - 2 companion suggested
  - 2 both suggested

Dates 26

10 Males

- 5 self suggested
- 3 date suggested
- 2 always go then

16 Females

- 2 self suggested
- 4 date suggested
- 7 both suggested
- 1 everyone in party suggested
- 2 always go then

Single persons without dates 55

33 Males

- 16 went alone
- 17 were accompanied
  - 4 self suggested
  - 9 companion(s) "
  - 2 both "
  - 1 third person "
  - 1 always go then

22 Females

- 7 went alone
- 15 were accompanied
  - 7 self suggested
  - 2 companion(s) "
  - 4 both or all "
  - 2 don't recall

Sets 17 & 18 combined -- 120 persons in New Brunswick and Trenton, May, 1939

Question: (If Accompanied) "Whose idea was it to go to that particular movie?"

Married persons 39

16 Men	23 Women
3 went alone	5 went alone
9 with wife	10 with husband
2 self chose	8 self chose
3 wife chose	1 husband chose
4 both chose	1 both chose
3 with kid(s)	4 with son or daughter
1 self chose	1 self chose
2 kid(s) chose	3 son or daughter chose
1 with another man	4 with another woman
1 both chose	3 companion chose
	1 both chose

Dates 26

10 Males	16 Females
3 self chose	4 self chose
6 date chose	3 date chose
1 both chose	8 both chose
	1 third person chose

Single persons without dates 55

33 Males	22 Females
16 went alone	7 went alone
17 were accompanied	15 were accompanied
7 self chose	5 self chose
3 companion(s) chose	2 companion chose
6 both chose	8 both chose
1 third person chose	

Set 19, ARI, 5/15/'39 -- 60 persons in New Brunswick (29 Male, 31 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 13.87 times per hundred days)

4. "Now, are there any of them you would stay away from?"
For results, see separate Section on pictures.

5. "Are there any of these pictures you would especially want to see? (If "Yes") Which?"
For results, see separate Section on pictures.

6. (Ask if 2 or more chosen in 5) "Which would you want to see most?"
For results, see separate Section on pictures)

7. "Are there any of them you would stay away from?" (For second list)
For results, see separate Section on pictures.

8. "Are there any of these pictures you would especially want to see?
For results, see separate Section on pictures.

9. "(Ask if 2 or more chosen in 8) "Which would you want to see most?"
For results, see separate Section on pictures.

Sample obtained:

Age Group	Male	Female	Total
12-17	7	7	14
18-21	6	6	12
22-30	7	8	15
31-40	4	6	10
41-50	3	2	5
51-60	1	1	2
61-Up	1	1	2
	29	31	60

Set 20, ARI, 5/17/'39 -- 60 persons in New Brunswick (29 Male, 31 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 2) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 3) "Did you go to any movies during the four weeks ending last Saturday night? (If"Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 16.51 times per hundred days.

Question 4. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 5. (Ask if 2 or more chosen in 4) "If all these pictures were showing on one nigh only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 6. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Question 7. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 8. (Ask if 2 or more chosen in 7) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 9. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Sample obtained:

Age Group	Male	Female	Total
12-17	7	7	14
18-21	5	7	12
22-30	8	7	15
31-40	4	5	9
41-50	1	3	4
51-60	4	1	5
61-Up	-	1	1
	29	31	60

Set 21, ARI, 5/22/'39 -- 60 persons in Trenton (27 Male, 33 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night?" (If "Yes") How many times?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 14. 37 times per hundred days.

Question 4. "Here is a list of movies that haven't come out yet. Please let me know when you've read them all, and then I'll ask you a couple of questions about them. . ."

Question 5. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 6. (Ask if 2 or more chosen in 5) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 7. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Question 8. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 9. (Ask if 2 or more chosen in 8) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 10. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Sample obtained:

Age Group	Male	Female	Total
12-17	7	7	14
18-21	5	7	12
22-30	6	9	15
31-40	4	5	9
41-50	3	3	6
51-60	1	1	2
61-Up	1	1	2
	27	33	60

Set 22, ARI, 5/25/'39 -- 40 persons in Trenton (20 Male, 20 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 14.78 times per hundred days.

Question 4. "Here is a list of movies that haven't come out yet. Please let me know when you've read them all, and then I'll ask you a couple of questions about them. . ."

Question 5. "Are there any of these pictures you would especially want to see? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 6. (Ask if 2 or more chosen in 5) "Which would you want to see most?"
For results, see separate Section on pictures.

Question 7. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Question 8. "Are there any of these pictures you would especially want to see? (If "Yes") Which?" (Second list being used)
For results, see separate Section on pictures.

Question 9. (Ask if 2 or more chosen in 8)"Which would you want to see most?"
For results, see separate Section on pictures.

Question 10. "Are there any of them you would stay away from?"
For results, see separate Section on pictures)

Sample obtained:

Age Group	Male	Female	Total
12-17	7	6	13
18-21	6	3	9
22-30	3	4	7
31-40	2	4	6
41-50	-	1	1
51-60	1	1	2
61-Up	1	1	2
	20	20	40

Set 23, ARI, 6/6/'39 -- 60 persons in New Brunswick (28 Male, 32 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1)"Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 16.0 times per hundred days.

Question 4. Here is a list of movies that haven't come out yet. Please let me know when you've read them all, and then I'll ask you a couple of questions about them."

Question 5. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

Question 6. (Ask if 2 or more chosen in 5) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 7. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Question 8. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?" (Second list being used)
For results, see separate Section on pictures.

Question 9. (Ask if 2 or more chosen in 8) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

Question 10. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Sample obtained:

Age Group	Male	Female	Total
12-17	7	8	15
18-21	4	6	10
22-30	7	8	15
31-40	4	5	9
41-50	5	3	8
51-60	-	1	1
61-Up	1	1	2
	28	32	60

Set 24, ARI -- 60 persons in New Brunswick (29 Male, 31 Female)

Question 1. "Did you go to any movies during the week ending last Saturday night? (If "Yes") How many times?"
2. (If "No" to 1) "Did you go to any movies during the two weeks ending last Saturday night? (If "Yes") How many times?"
3. (If "No" to 2) "Did you go to any movies during the four weeks ending last Saturday night? (If "Yes") How many times?"
(If "No" to 1, 2, and 3, discontinue interview)
Mean attendance: 19.0 times per hundred days.

4. "Here is a list of movies that haven't come out yet. Please let me know when you've read them all, and then I'll ask you a couple of questions about them. . ."

5. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?"
For results, see separate Section on pictures.

6. (Ask if 2 or more chosen in 5) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

7. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

8. "Suppose these pictures were showing next week. Would you go to see any of them? (If "Yes") Which?" (Second list being used)
For results, see separate Section on pictures.

9. (Ask if 2 or more chosen in 8) "If all these pictures were showing on one night only next week, which one would you go to?"
For results, see separate Section on pictures.

10. "Are there any of them you would stay away from?"
For results, see separate Section on pictures.

Sample obtained:

Age Group	Male	Female	Total
12-17	7	8	15
18- 21	5	5	10
22-30	7	8	15
31-40	5	5	10
41-50	3	3	6
51-60	1	1	2
61-Up	1	1	2
	29	31	60